Vol XXIV No 13

6269
J 23-92

DRY GOODS REVIEW



Special Fall Number

JULY 1ST 1912

Back in the 18th Century

"Old Bleach"

Was Sun Bleached

TO-DAY IT'S THE SAME

and if it is made a hundred years from now it will still be bleached in this way.

Why should this method of bleaching linens be changed when for over a century it has stood the test which others have failed in?

The strong bleaching rays of "Old Sol" bleaches linen to a snowy white, without in the least impairing the life of the fabric, leaving it delightfully soft and pure.

"Old Bleach" linens are abreast with the times in point of style. "Old Bleach" patterns are the standard of the world.

See our 1912-13 range

R. H. COSBIE

IRISH LINEN AGENCY

TORONTO -:- ONTARIO

FALL 1912

Each department in our warehouse is well supplied to meet your requirements for Fall merchandise.



The world's markets are here represented and our facilities for your selecting Fall lines, both through our travelers and in the warehouse, are the best.

Business prospects, all over Canada, improve each day, and everything points to a big Fall business.

IT WILL PAY YOU TO TAKE
ADVANTAGE OF OUR STOCKS.

Greenshields Limited

MONTREAL

Please mention The Review to Advertisers and Their Travelers.

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge.

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge.

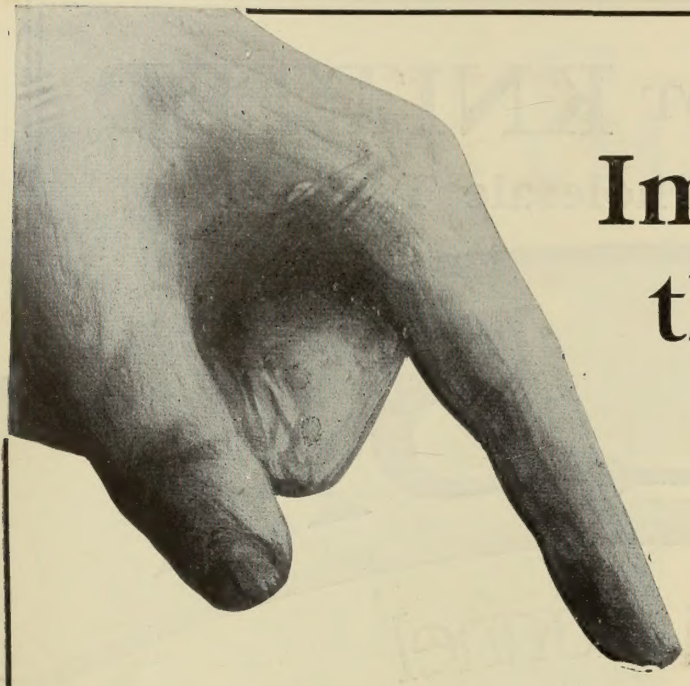
Dainty Lingerie of British Manufacture



Ladies' Underclothing made from these celebrated Longcloths, Flannelettes, etc., and bearing on a tab the "OXFORD" Trade Mark, in conjunction with "HORROCKSES", are the perfection of quality combined with the latest styles and perfect fit.

Horrockses, Crewdson & Co., Ltd.

Manchester and London, England.



Import Lines that should interest YOU

Christmas Handkerchiefs

We are showing an extensive range of handkerchiefs suitable for the Christmas trade. It will repay you to see the entire range and select exclusive numbers.

Hosiery For Spring 1913

Special lines of Ladies' and Men's Silk Hose and half-hose, also special values in Silk Lisle, Gauze Lisle, Cotton and Cashmere. Our hosiery sales this year were tremendous — order early for next Spring.

"Queen's Cloth"

(Registered)

We are sole agents for Canada for this celebrated dress fabric. It will please your most exacting customers.

Special values in many lines of dress goods.

If our salesmen do not call upon you—Write us.
Special novelties in all lines of Dry Goods.

FITZGIBBON, LIMITED

Victoria Square - - MONTREAL

WOVEN NOT KNITTED

Obtainable From Wholesale Trade Only

"SELBA"

Cream Flannel



MERITS:

SOFTNESS
EASILY WASHED
LIGHTNESS
BEST FOR SKIN WEAR
ALL BRITISH



Suitable for

SHIRTS, PYJAMAS, LADIES' SHIRTS AND UNDERWEAR, ALL KINDS OF CHILDREN'S GARMENTS

British Manufacture

Wm. Anderson & Co., Limited

Glasgow, Scotland

Vyse, Sons & Co.

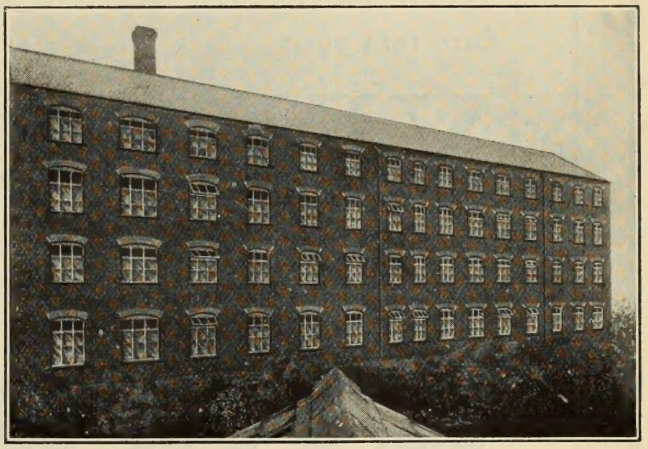
LIMITED.

Manufacturers of the "O.K. Make" Straw Hats

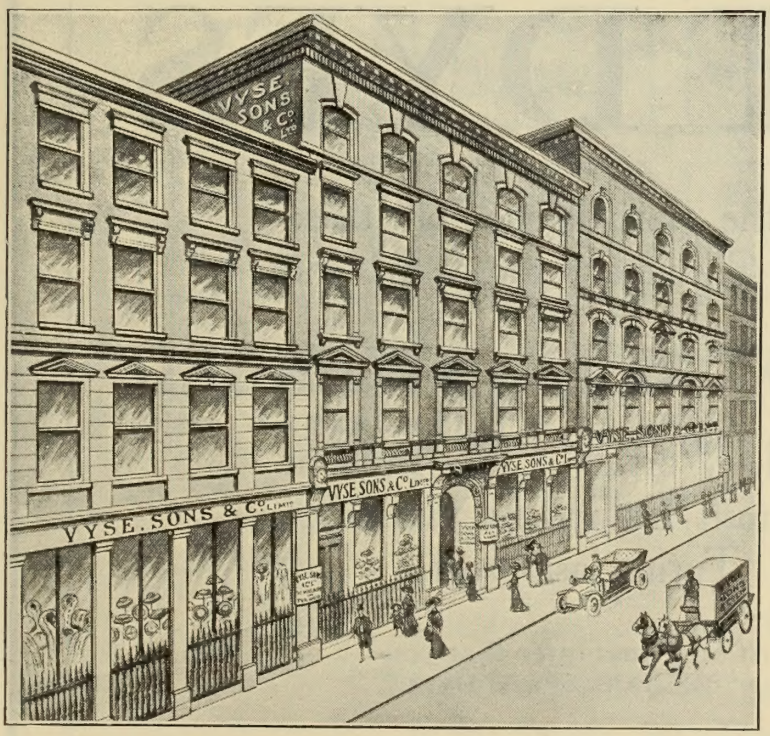
LONDON, ENG., LUTON, ST. ALBANS, MANCHESTER, PARIS, BRUSSELS



Luton factory, where are made ladies' and children's hats, also hats in straw, chip, tagel, leghorn, felt, beaver, velvet, etc., etc.



Men's and Boys' Hat Factory, St. Albans.



76 Wood Street, London (England). Principal show-rooms and offices, where samples of all our productions are stocked and all orders executed.



Factories, Silver Street, London (England), comprising fur factory, feather factory and millinery workrooms.

Sample orders should be accompanied by references and addressed to the Head Office

76 WOOD STREET, LONDON, E. C., ENGLAND

Cables: VYSE, London **Codes: A.B.C. (5th Edition)**

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908

WORRALL'S

GRAND PRIX TURIN EXHIBITION, 1911.

IT IS ESSENTIAL

When buying for Costume purposes, that you should make sure that your

VELVETEENS

are in fast-to-rubbing dyes.

Ask for—and see that you get—Cloths guaranteed to be in

WORRALL'S FAST DYES

It was for the Excellence of these Velveteens for Costume purposes that the

GRAND PRIX WAS AWARDED

to J. & J. M. Worrall, Ltd., both at the Franco-British Exhibition in 1908, and at Turin last year.

Always insist on a guarantee that you are getting "Worrall's Fast Dyes."

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S

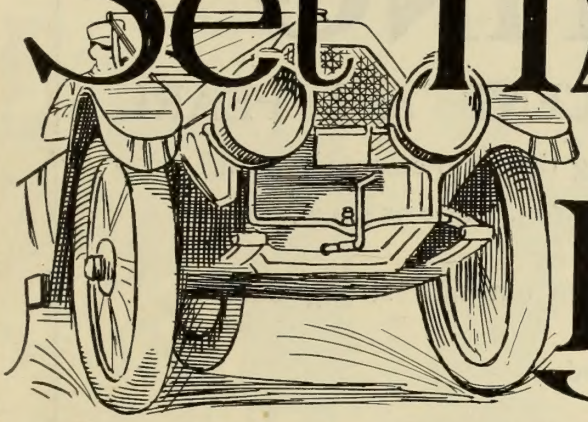
FAST-DYED VELVETEENS

DYED AND FINISHED BY J. & J. M. WORRALL LTD MANCHESTER

THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX TURIN EXHIBITION, 1911.

We Set The Pace in Dry Goods



LET us set the pace for your future business with our immense range of dry goods. ¶ Our lead is a good one to follow, with our eight big departments to draw from. ¶ Every stock represents the season's most favored goods in a very complete range.

Here are our departments:—

Department A Cotton Staples.	**Department B** Flannelettes and Printed Goods	**Department C** Tweeds & Linens	**Department CX** Dress Goods and Silks
Department D Gents' Furnishings	**Department E** Smallwares, Ribbons and Laces	**Department F** Ladies' Furnishings	**Department G** House Furnishings, Carpets and Floor Oil Cloths

We give the most careful attention to either personal or mail orders and assure our patrons of perfect satisfaction—prompt delivery, the best values.

With our long experience in the dry goods trade we have obtained the knowledge of what the people want and plan our stock buying to that end.

We stock Stanfield's Unshrinkable Underwear.

Try Our Mail Order Department.
Write To-day for Your Needs.

ALPHONSE RACINE & CO.

Wholesale Merchants and Manufacturers

MONTREAL

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

ORDER OF YOUR WHOLESALER

ROBERT HENDERSON & CO., 181-183 McGill St., **Montreal**

Dry Goods Commission Merchants

JAMES STANBURY & CO., TORONTO

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $ 3,570,000.00

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

ESTABLISHED 1849

BRADSTREET'S

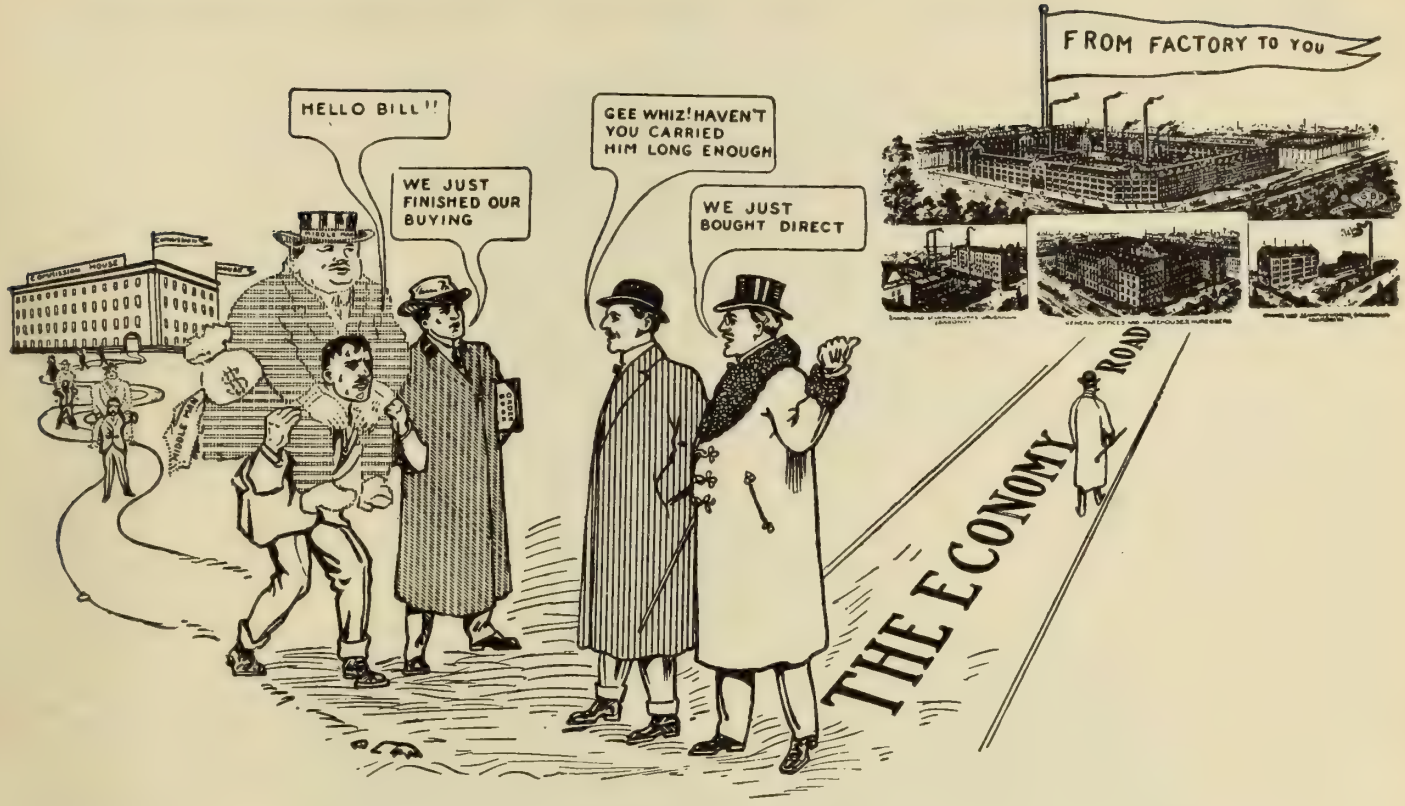
Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA



Copyright 1911 by John Bing

BING BROS., A. G. NUREMBERG, the largest manufacturers of TOYS and HOUSE FURNISHINGS in the world, beg to invite you to see their exhibition of goods at 381 Fourth Avenue, New York City.



Rooster Brand Shirts

with stock collar and tie to match made of **Anderson's Scotch Flannels,** plain shades and fancies, the latest vogue.

English Box Cloth, Cherry, Royal Blue, Brown, Olive, Myrtle, etc.

English Corduroy, Golden Brown, Olive, Cherry, Royal Blue, etc.

Tweeds, Flannels, Ducks, Kerseys, etc.

Winter Trousers, Hewson's Bannockburn, Worsteds and Tweeds.

English Worsteds, Tweeds. Whipcord, Corduroy, Bedford Cord, etc.

Mackinaw Coats and Pants, Khaki Check Back and Black, Riding Breeches, Norfolk Coats, White Coats, Overalls.

Robert C. Wilkins Co.

LIMITED, FARNHAM, QUE.

Montreal: 23 Dowd St., R. C. Wilkins, Jr.
Winnipeg: 63 Albert St., T. Whitehead

Dainty Designs In Fancy Linens

For real style of pattern, quality and evenness of thread and expert workmanship

LIDDELL'S

GOLD MEDAL LINENS

have no equal. This high standard was set early in the last century in the Liddell's Mills in "Old Ireland," and to-day constitutes the chief qualification of this world-wide known make of Linens. See our big range now.

R. H. COSBIE

30 WEST WELLINGTON ST. :: TORONTO

Please mention The Review to Advertisers and Their Travelers

Wide Scope of "Review's" News Service

Best illustrated by use that is being made of Information Bureau — Enquiries from places near and far on great variety of topics — How merchants make paper accessible to all members of the staff in order to improve their knowledge for their own good and that of the store

MERCHANTS are making use of The Review's Information Bureau. Every day brings its queries for information about unfamiliar lines, different points in store management, methods that are being employed to attain desired results, advertising, store arrangement; in fact, questions relating to every phase of the dry goods business, and some that do not.

To a dry goods man, the assortment of questions is most interesting. In them he can read some suggestion as to the growth of the specialized department idea, where formerly the general term "dry goods" implied everything that was necessary. It is an age of expansion. The merchant is recognizing that he may so apply system to his enterprise as to better build up many sections in other ways than by general supervision, as in the old days; that managerial responsibilities can be so distributed as to admit of greater concentration, more capable application of salesmanship.

To meet the requirements of such a development, the policy of The Review is to despise nothing that serves a practical purpose. The Information Bureau owes its origin to that idea. It is available to the merchant when he wants to know in a hurry, and hasn't the information by him; when he desires certain facts upon any matter before taking definite action. In such cases, what more reasonable than that he should ask his representative trade newspaper whose staff is in constant touch with the market and familiar with its resources?

So it is that queries are being received, not only from retailers at great distances from distributing centres, but also from some of the most prominent merchants in the country who have greater advantages of location. The interesting side of this fact is best demonstrated by the following list, selected at random from queries received:—

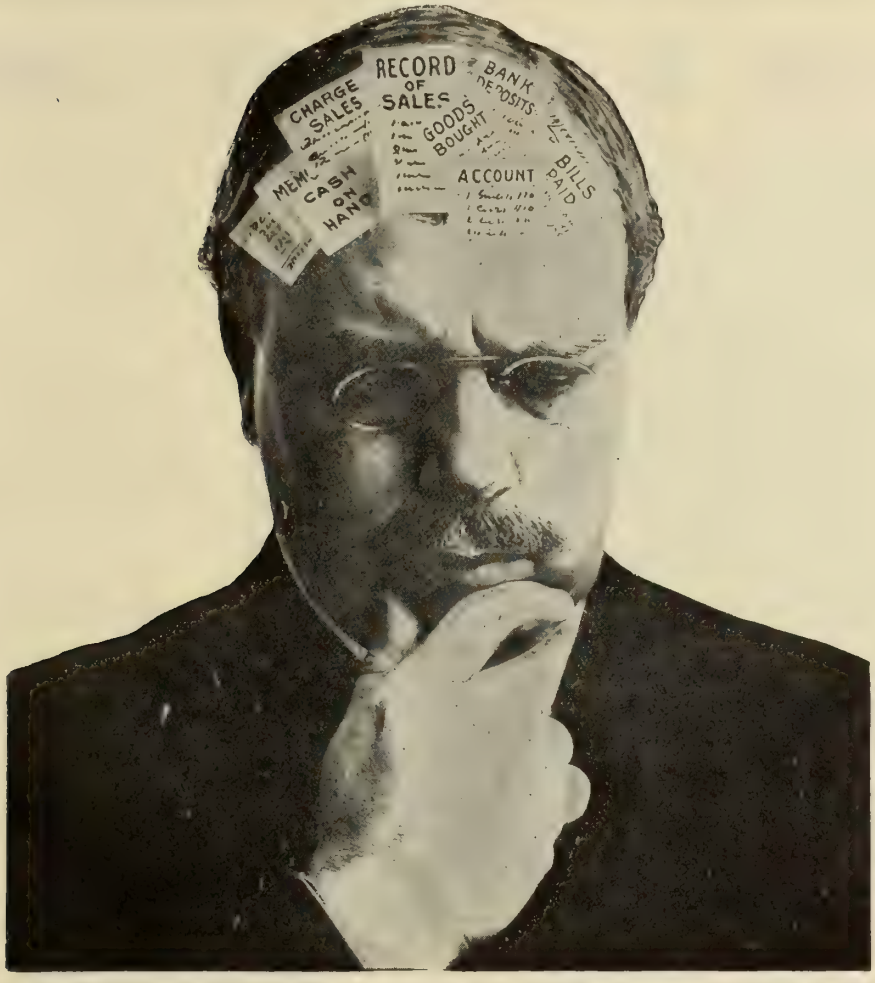
J. D. Creaghan Co., Moncton, N. B.; E. Berwick & Co., Shelburne, Ont.; Archie Gillis, Halifax, N. S.; Moore & McLeod, Charlottetown, P. E. I.; E. H. McNaughton, Cobourg; The Hoffmann Cloak Co., St. Catharines; Mrs. P. R. Pounder, Foresters Falls, Ont.; Summerland Drug Co., Summerland, B. C.; H. C. Muhaugh, Lansdowne, Ont.; Caledonia Dept. Stores, Edmonton, Alta.; Chas. A. Taylor, Dryden, Ont.; A. M. Vineberg, Sault Ste. Marie; Ladyware Co., Ltd., Vancouver, B. C.; T. H. Brown, Rossland, B. C.; The Earle Co., Creemore; Dickens', Ltd., St. Mary's; W. G. White, Souris, Man.; H. M. Shaw, Perth; George Mills & Co., Kingston; Grant S. Chapin, Drinkwater, Sask.; W. Mitchell, Kincardine; Sample Bros., Kerrobert, Sask.; John Dalton & Son, Fort Erie; Thompson, Ltd., Sault Ste. Marie; J. Trevithick, Brimsley, Ont.; F. W. Daniel & Co., St. John N. B.; J. S. Boudrot, Glace Bay, N. S.; John Wood, Swift Current, Sask.; G. B. Ryan Co., Guelph; T. H. Smith Co., New Westminster, B. C.; The Northway Co., Tillsonburg; W. L. Trotter, Shequindah, Ont.; A. L. Perkins, Powassen, Ont.; S. Greenspon, Hawkesbury, Ont.; The Arcade, Dunnville; Gemmell & Co., Peterboro; Stewarts, Ltd., Renfrew; Revillon Bros., Edmonton; Smith & Ash, Sarnia; Ed. Belanger & Co., Quebec; McFayden, Valiquet & Shea, Montreal; A. Munroe & Co., Armstrong, B. C.; A. Gilbert, Mansfield, Ont.

To these might be added many others. Such a list demonstrates the extent of The Review's active interest in the dry goods trade; the Information Bureau, published in another part of this paper, will convey some further idea as to the scope of the service. If you want to know where to buy it, or should you require useful, practical suggestions how to do it, ask The Review.

All Should Have Access to It

While there are many merchants who declare that they read The Review from cover to cover, the question might be asked how many make it a personal matter to see that every member of the staff has access to the news.

In some stores merchants assure themselves that the departments in The Review are seen and read by respective heads in order that they may be posted upon the latest market features. Here is a plan adopted by one merchant: As soon as The Review arrives he attaches thereto a small ticket or slip about three inches by two inches, on which the names of department heads are typewritten. At the top of the slip are the words, "When through with this paper please initial and pass to next department indicated." In regular order the paper returns to the office. At the bottom of the slip is the following: "This paper contains information relative to your department. Will you please make best use of it, and also see that members of your staff have access to it." By this plan the paper goes to every department, and all members of the staff have a like opportunity to inform him or herself as to the trend of market or style. This means of distributing information within the store, undoubtedly makes for higher intelligence in departments, touching the things that directly apply.



THE dry goods merchant who tries to keep his business in his head can't keep ahead in his business.

His brain can't stand the strain — it's built to remember facts — not figures.

The human mind is never completely accurate.

The National Cash Register thinks with a brain of steel.

It keeps track of every detail of every sale — stops leaks and checks losses.

A dry goods store using a National Cash Register is run on system — it's bound to yield profit to its owner.

Over One Million have been sold.
Write for Booklet.

The National Cash Register Company

Headquarters for Canada: 285 Yonge St., TORONTO.

J. C. LAIRD, Manager in Canada. **Canadian Factory: TORONTO**

VASSIE & COMPANY, LIMITED



The largest exclusively wholesale dry goods house in the Maritime Provinces.

30,000 square feet of floor space devoted to wholesale dry goods and woollen stocks.

OUR POLICIES:

Prompt deliveries, good values and careful attention to every request our customers may make.

ST. JOHN, N.B.

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED

MONTREAL TORONTO OTTAWA QUEBEC

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

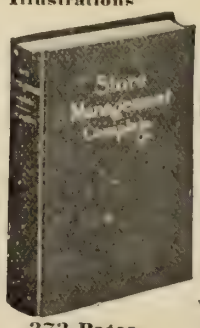
Hon. Geo A. Cox, President W. R. Brock, Vice-President
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Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

OFFICE OF
JOS. SELLWOOD & CO.
General Merchandise
Post Office Block
Fine Goods a Specialty

AGENCY FOR
Butterick Patterns and Fashion Magazines
ALSO
P. Centemeri & Co. Kid Gloves

ISHPEMING, MICH., April 17th, 1912

Mr. G. W. Wilder, President,
The Butterick Publishing Company,
New York, N. Y.

Dear Sir:

We are feeling rather elated over the progress our pattern sales show for the past five years—so much so that we enclose a statement:

1911 over 1910	Increase	14%
1911 over 1909	"	12%
1911 over 1908	"	25%
1911 over 1907	"	80%

The prospects look good for 1912. Considering the number of other patterns sold here we think Butterick's the best ever.

Yours very truly,

Jos Sellwood & Co
O.A.C.

The Butterick Publishing Company
33 Richmond Street West, Toronto, Ont., Canada



Kleinert's Dress Shield Advertising, Covers The Whole Country.



TWENTY-TWO National Publications with a clientele of above 45 million readers will carry the 1912 Kleinert's Dress Shields. Advertisements shown above. Every woman in your town who wears Dress Shields will see these ads. The name Kleinert will be held steadily before her eyes throughout the year You can't afford to lose sales.

Keep Stocked Up On Kleinert's Dress Shields.

Reach out for the dollars that come easily and naturally to merchants who feature Kleinert's Dress Shields.

I. B. KLEINERT RUBBER CO.
84-86 Wellington St., W. Toronto, Canada.

STIFEL'S INDIGOS

ESTABLISHED 1835



The standard for over 75 years for making Overalls, Uniforms, Shirts and Coats



Stifel's Indigos received the Gold Medal Award at the Louisiana Purchase Exposition at St. Louis, for the best Indigos made.

YOUR BRAND is the biggest asset of your business, and if you use unestablished goods and they turn out badly, as they invariably do, your label and brand will be blamed.

When you put your brand on an Overall the consumer looks to you for a guarantee not alone of the make and of the fit, but of the fabric, and if the goods do not wear well your label will be blamed.

If your established brand is backed up by the use of Stifel's Indigos in the garments, your brand will last forever, because the goods have merit and are better than any other.

You can be proud to place your label on garments made from Stifel's Indigos, because they are a constant recommendation for your brand, and the trade who use overalls know they are the best.

J. L. Stifel & Sons

Manufacturers

Franklin Mfg. Company

Sole Selling Agents

260 Church St., NEW YORK

Sales Offices:

TORONTO: 14 Manchester Bldg.

MONTREAL: 10 Hospital St.

ST. LOUIS: 426 Victoria Bldg.

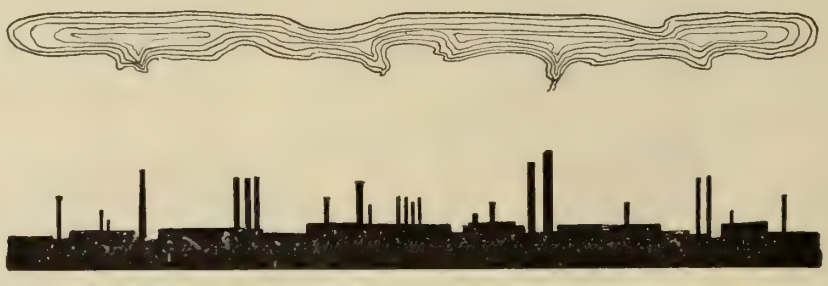
NEW YORK: 260 Church St.

BALTIMORE: 114 W. Fayette St.

BOSTON: 68 Chauncy St.

PHILADELPHIA: 839 Market St.

CHICAGO: 237 Fifth Ave.



THE PRICE OF HOMAGE

ONCE when King Edward VII. paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twenty-four hours. ¶ The primary object of this was to lift the pall of smoke that hovers over that wonderful steel producing city and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. ¶ It was Sheffield's expression of respect.

BUT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers with quivering valves should ever be allowed to cool. ¶ This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

SOME business men in Canada pay an unwitting homage, not to a king but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to *tradition, custom, superstition,* they have allowed Summer to become their "dull" season. ¶ You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you lose in the Summer that must be regained in the Fall?

DON'T LET YOUR ADVERTISING FIRES DIE OUT THIS SUMMER.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

Plan Now to Celebrate Century's Peace

An occasion that is full of suggestion for merchants large and small — Ideas for attractive window and interior displays — Wording for show cards and advertisements — Contrast styles and household utilities of one hundred years ago and now — Opportunity for original work

THE celebration of a century's peace by an international exchange of favors, should not be without its suggestions to the window trimmer, the ad.-man and the merchant himself. True, peace was not restored between United States and Canada until 1814, but the fact that hostilities started in 1812, gives the public a somewhat extended and interesting period to hark back to, and the ad.-man plenty of license. These were three momentous years in the history of Canada, and anniversaries of battles lost and won will come thick and fast from now on. There seems to be no good reason therefore, why merchants should not prepare well in advance to give his enterprise full scope as there are displays to be planned, goods to be bought and special advertising to be featured.

NO LACK OF PRECEDENT.

While there are those who will say that such an occasion should not be used as a lever for traffic in things mercantile, there are many precedents with which to meet any such argument. In the United States, the merchants make much, in their ads. and display, of Independence Day, Decoration Day and in fact any event upon which may be hinged the reason for an original selling or an attractive merchandising offer. In Canada, too, national holidays are regarded as occasions for special effort. Merchants from one end of Canada to the other featured appropriate displays, if nothing else, for the King's Coronation. The versatility of modern merchandising is such that all rules bearing on the question, when shall I not merchandise? would seem to have been crowded out along with other bootless things during the strenuosities of a century's peace.

SOME DISPLAY IDEAS.

So then, the question is, How can display and sale ideas be hitched up to the fact that 100 years ago, the United States and Canada were flying at each other's throats, but have since become good friends? Let us see what hints there are in the beneficient results of that friendship. What were the styles then and what are they now? How has the Canadian market been extended? What were the methods of buying and what was the range of selection? What has been the development from the small country store? What has specialization done? How have the three nations then at enmity, been bound together within the zone of friendship by mercantile relations? What are now the world relations of the three nations as the result of the Treaty of Ghent in 1814? What has been the improvement in transportation facilities since that Winter when Canadians carried supplies by sled from Montreal to Kingston and Toronto for troops fighting along the frontier in the West?

CONTRAST THE STYLES.

Here is a flock of suggestive points that offer material for windows, advertisements and merchandising events. An attractive setting might be formed, for example, by using a background of English and American flags. On one side pose a female figure, so attired as to conform with present day style, and on the other side, a figure garbed in the style of 100 years ago. Probably some of the oldest inhabitants would be willing to assist the window trimmer by permitting him to use one of those garments of ancient vintage. (In fact, one of these gowns would prove quite an attraction if the window contained no other feature.) In the centre of the window place a stand of arms containing weapons, old and new, and above this a card bearing some such words as these: We are celebrating a century's peace. The displays that we have arranged for your interest, the facilities that are at your service, epitomize the achievements of a century of thrift and industry." The window trimmer should not neglect to emphasize the fact of a century's lapse. Cards with "1812" and "1912" or other years, done in soft colors, might be appropriately placed.

FRONTIER STORE IN WINDOW.

Still another idea that might be used in a window display is the introduction, on a small scale, of a structure representing the front of a pioneer store. This could either be a painted scene or made of lumber and bark to represent logs. The small window, the homely sign, the collection of miscellaneous articles (here, again, contrast might be introduced to advantage) and if a figure is available, that of an Indian might be introduced. In the opposite window, the display should emphasize by magnificence or variety the great improvement that has been brought about in the past hundred years in manufacture, and in transportation. Goods not only made in Canada, but those imported from the United States, Great Britain, Europe and from all parts of the world might be featured and neatly ticketed to indicate the countries of their origin.

MUSEUM OF OLD ARTICLES.

An inside feature, sure to attract, would be a museum of century-old articles. Many such are undoubtedly available to salespeople, and if all sources failed, the merchant could advertise for them by inserting a paragraph along these lines:—"We are desirous of displaying for the interest of those people who will visit this store during our "Century's Peace Sale," an assortment of articles which will serve to illustrate in a striking way, the fashions, the household utilities and ornaments of 100 years ago. We shall greatly appreciate any assistance that our friends may offer in making the display as extensive and interesting as possible. Our delivery service is available for the collection of these articles and we guarantee that all articles entrusted to our charge will be returned in as good order as when received. No handling of the articles will be permitted while in our keeping. Our object is to have a collection of historic interest, and we feel sure that the good people of this city and district can assist us very materially."

In stores of sufficient dimensions, a lecturer in the garb of 100 years ago, who would give short talks, descriptive of articles displayed, would be an attractive feature.

APPROPRIATE HEADINGS.

Now, as to the advertising. In the first place arrangements should be made to have, if at all possible, an appropriate and attractive heading cut. A design introducing Britannia and Columbia in an artistic way, would answer the purpose admirably. A score of ideas suggest the use of designs calculated to emphasize a century's contrast. Into these might be lettered some such general caption as "Celebrating a Century's Peace," "One Hundred Years Ago and Now," or one of the many apt quotations as "Peace hath her Victories no less renowned than War," "Here, Peace Sits Crowned with Smiles;" "Peace rules the day when reason rules the mind," or "The Piping Time of Peace."

An introductory paragraph, or a series of paragraphs, as the ad.-man may see fit, will then be in order. Here is one that suggests itself:—"One hundred years ago, United States and Canada engaged in a struggle that cost hundreds of lives, ruined many homes, and caused serious setback to this, then infant colony of a quarter million people. In 1814, the Treaty of Ghent restored to the United States and Canada their losses, and the peace then brought about has been subsequently maintained by each nation as a nation. Who can fully appreciate the mutual blessings that have followed in the train of friendly relations existing between the two countries? While we have not always seen eye to eye on certain international problems, the tendency has ever been toward amicable consideration, to recognize the relations of neighbors rather than again to give encouragement to those elements of antagonism which cost so dearly one hundred years ago.

"Every man, woman and child, every manufacturer, every mercantile concern, large or small, has cause for celebration in this anniversary and it is the intention of Blank & Co. to make of it a memorable occasion. Our interior decorations, our window displays, our special purchases, have all been planned to illustrate in as striking a way as is possible in a dry goods store, the significance of the century's industry. Your great grandfathers and great grandmothers paid dearly for this hundred years of peace. The benefit to you is immeasurable. We invite you to view our displays in demonstration of that fact."

APPROPRIATE PRICING.

Then the ad.-man may proceed with a paragraph describing in a general way the leaders chosen for the occasion, and in quoting prices, if reductions are to be featured, it is suggested that such combinations as 18 and 14; 18 and 12; 18 and 13 be brought out clearly in several paragraphs. For example, begin a paragraph with 18 cents as the regular price, in 24-pt type or thereabouts, and end it with the reduced price, 12, 13 or 14 cents, also in large type. Goods at a dollar, to represent the century might also be enumerated under the heading, "Some Century Marks."

Undoubtedly, from now on much sentiment will be developed on this matter of peace celebration which should assist the store in swinging the event with success.

As their business had outgrown their five-storey building on McGill Street, Montreal, Waldron, Drouin & Co., manufacturing furriers and hatters, have secured the adjoining five-storey building so as to better take care of the business. Even with the extra room thus secured the firm find that they are still cramped and they expect within the next few years to add still another building to their plant. They state that business particularly in the western provinces is increasing at a marvelous rate.

William St. Pierre, Joseph A. St. Pierre, Thomas R. Gray, Thomas A. Russell, and John A. Holmgren, Montreal, have been granted letters patent to carry on a wholesale and retail business in tailoring, dress-making, millinery, etc., under the name of William St. Pierre, Ltd. The new company is taking over the retail tailoring business conducted by Wm. St. Pierre. The capital stock of the company is $199,000 and the chief place of business Montreal.



The unconscious effect of continuous suggestion — An interesting side of the adman's work — Advertising your advertising to the public — Plan adopted by Selfridge & Co., London — Getting the right idea into the specialty advertisement — Summer advertising — Personal service

THE ad. man, the window trimmer, the merchant who seeks rather than shuns an honest criticism of his work from the people with whom he expects to do, or is doing, business is taking one of the surest routes to improvement, provided be knows enough about his business to sift the useful from the impracticable. He must carefully apply his own judgment in a process of elimination.

This training is most valuable to a specialist. He obtains ideas from the most trivial occurrences and suggestions from sources which to the person whose mind has not been trained in that direction are most unfruitful.

This ability to concentrate has been regarded as one of the evidences of genius, but it means nothing more than industry combined with intense, thoughtful application. It must enter into the make-up of each person having anything to do with the success of the business, or who is training himself for any particular field of activity.

STUDY IMPRESSIONS.

A receptive, as well as a retentive mind is essential to the ad. man. He must study the impressions created upon other minds by his work, and must be able to play upon those impressions to the advantage of the enterprise in which he is engaged. Step by step, it is possible to bring the public unconsciously to that point where results, impossible at one bold stroke, are finally achieved. This process of education is one of the most interesting phases of the ad. man's work. It represents the cumulative power of advertising—the effect of the influence of continuous suggestion leading up to a certain object. Its foundation at first is the serious confidence of the merchant, the ad. man, the window trimmer and the salesforce, and ultimately it meets with the appreciation of those whom it sought to influence. This approval is demonstrated chiefly by dollars and cents.

ADVERTISE THEIR ADVERTISING.

A case which illustrates the point is presented by Selfridge & Co., Ltd., London, Eng., who recently adopted the plan of advertising the influence of its advertising to the public. In a very clever way they invited the public to study the effect of their advertisements upon the public. One of the advertisements which undoubtedly compelled attention in that direction was as follows:—

"The effect of honest, unexaggerated advertising is known to the initiated to have two results—one direct, the other indirect. In the one case it leads to a quick sale of the goods advertised, and in the other it has a cumulative effect which is subtle and far-reaching. The one result is as important as the other.

"Readers of the Selfridge advertisement pages are, therefore, affected in two ways. They may feel impelled to go at once and purchase some particular item which seems to be a bargain. They may be among those who really watch for and study the announcements every time they appear, buying with a judgment and discretion which it would be difficult to cultivate without this information. Or they may be just casual readers, people who glance at the pages with a certain interest, which is more curiosity than anything else.

"As matters stand at present in the advertising world these latter are probably greatly in the majority. But this is not to say that they are unaffected by the things they read. They are affected very greatly, but so subtly that they themselves are hardly conscious of the fact. The cumulative effect of those Selfridge announcements which stare them in the face so often and so strikingly is influencing

FISK INTERLOCKING

This is the first Canadian announcement in any publication, or by any method, of the *Fisk Interlocking Advertising Service* for retail Dry Goods, Department, General and Variety Stores and Newspapers.

The reason I have chosen The Dry Goods Review for the initial Canadian announcement of the *Fisk Interlocking Advertising Service* is because I consider it an exceptionally good medium for reaching seven or eight thousand live dealers in Canada. I wish the *Fisk Interlocking Service* to become known as quickly as possible.

This space should be a good investment for me, for the *Fisk Interlocking Advertising Service* is better than any I know of at ten times the cost, and I believe retailers will buy it when they know about it in preference to any other service.

It is a full page *real* department store advertisement written about *real* goods which you have on sale in your store or can get to place on sale. You get a *full* page *Interlocking* ad. but can use any part of it effectively as each paragraph will stand alone as a finished advertisement of the items it describes.

The ad. is complete in layout, complete in text, complete in illustration, complete in proportion. It lacks no necessary element to make it an effective selling influence except the local prices which will seldom vary from those in the sample page.

Through the *Fisk Interlocking System* I will supply the most effective means of advertising co-operation yet devised for the mutual benefit and advantage of all branches of the trade in dry goods and kindred lines.

Any novice can take a page of *"Fisk Interlocking Copy"* and send the whole page or any part of it to the printer without any instructions whatever as to style and if he simply "follows copy" he cannot make a mistake.

The *Fisk Service* will be a subsidized service. That is, it will be maintained in part by leading wholesalers who are willing to spend a little money to enable retailers to have the best advertising service ever written at a merely nominal cost.

Instead of copy written by unknown, inexperienced or incompetent writers you will get signed copy written by me and by great business men in dry goods and kindred lines in the wholesale and retail branches.

The *Fisk Interlocking Advertising Service* is cheap enough for the smallest store and good enough for the largest. In fact, the large department store with a clever advertising man will find the *Fisk* service a mine of ideas.

To the small store not able to employ a high priced advertising man, the *Fisk Interlocking Service* will be worth a hundred times what it costs. To country newspapers it will be of wonderful help in aiding the publisher to put retail advertising in his town on a high plane of efficiency.

The *Fisk Interlocking Service* is not written by a man who sits at a desk continually, and finally gets out of touch with real conditions, and eventually reflects his brain fag in his copy. I write the *Fisk Interlocking Service* myself. I go out into the wholesale market each day, get information about merchandise and prices, and then put it on paper for *you.*

For years I was vice-president and advertising manager of the Dry Goods Reporter, of Chicago, one of the Root Newspaper Association papers. (A publishing organization very similar to the MacLean Publishing Company). I came in contact with manufacturers and jobbers in dry goods and kindred lines from Portland, Maine, to Portland, Oregon, and from the Twin Cities to New Orleans. I am more or less known in New York, Boston, Philadelphia, Buffalo, Cleveland, Cincinnati, Omaha, St. Paul, Minneapolis, Chicago, San Francisco. My acquaintance is chiefly with wholesalers and manufacturers of dry goods and kindred lines. I am not very well known to retailers.

I refer without permission to any member of the Root Newspaper Association confident that

HENRY STIRLING FISK,

ADVERTISING SERVICE

any of my former associates will satisfy you as to my ability to do everything promised in this advertisement.

The *Fisk Interlocking Advertising Service* will in my opinion cause a sensation when all its features become known and they will be made known as rapidly and as thoroughly as well planned, carefully placed advertising can make them known.

The *Fisk Interlocking Advertising Service* will be published by the Fisk Publishing Company, a small corporation which will be organized under the laws of the State of Illinois. Application has been made to the Secretary of State for a charter. My company will be small, because I intend to put brains instead of money into the business of the Fisk Publishing Company. I think anyone will agree with me that an advertising service should have "brains plus," as my friend Elbert Hubbard would say, whether it has money or not. Money in this instance is not a necessity—merely a convenience.

This is a syndicate service which would cost one firm twenty-five thousand dollars a year to operate, and then it would not be as well done as it will be done for you at five dollars per year. You get by co-operation the strength that comes with unity.

Manufacturers and jobbers are giving splendid help to dealers nowadays in the way of advertising suggestions and sale plans. Many of them furnish illustrations gratis. The *Fisk Interlocking Advertising Service* will make everything they are doing, more effective for themselves and more helpful to the retailer.

Probably I am as well informed on this matter as any one in the country because of my sixteen years' experience with that wonderful Trade Journal organization, The Root Newspaper Association.

Through my activity in the Root Newspaper Association for sixteen years, I became personally acquainted with many of the leading men in dry goods and kindred lines and had exceptional opportunity to become more or less familiar with the selling policy of different concerns and the selling helps they are willing to offer to their customers. All this experience and information is at the command of every client of the *Fisk Service* in a very practical way.

For instance, if you contemplate holding any kind of a sale and will write me thirty days in advance, telling what lines of goods you intend to advertise, and from whom you are buying at the present time, I will endeavor to give you information and advice, which will be of great advantage to you, and for this there will be no charge whatever. This offer is more important than you realize, and I advise you to take advantage of it at once.

I want to say as emphatically as I can: Don't drop any advertising service you are taking just because mine is better value. Just add mine to what you have and the average will be all right. This *Fisk Service* was made five dollars a year, so it could be taken on in addition to any service the retailer now has in use.

Now if you want my service weekly for your town it will cost you five dollars a year. The first application from each town accompanied by a check of five dollars will be accepted. You can wire reserving the service for your town and let your check follow, if you pay for the wire. No unpaid telegrams will be accepted.

As this advertisement will be read by thousands in every town in Canada, you can easily see that he who hesitates loses the *Fisk Interlocking Service* to his competitor.

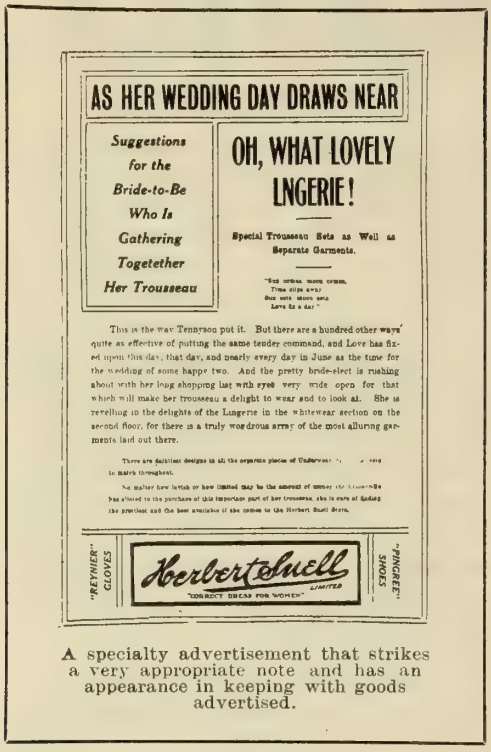
For the present all communications should be addressed and all checks made payable to me personally until the Fisk Publishing Company opens its books.

You'd better wire me right now that you want the *Fisk Service* for your town for the next twelve months for five dollars.

The first number of the *Fisk Service* was issued Saturday, May 4.

SCHILLER BLD., CHICAGO

them all the while. They are being impressed by certain qualities belonging to this house of business —the qualities of honesty, of originality, and the joy of bargain prices.


AS HER WEDDING DAY DRAWS NEAR

Suggestions for the Bride-to-Be Who Is Gathering Togetether Her Trousseau

OH, WHAT LOVELY LNGERIE!

Special Trousseau Sets as Well as Separate Garments.

"Sun arises, moon comes,
Time slips away,
Sun sets, moon goes,
Love is a day."

This is the way Tennyson put it. But there are a hundred other ways quite as effective of putting the same tender command, and Love has fixed upon this day, that day, and nearly every day in June as the time for the wedding of some happy two. And the pretty bride-elect is rushing about with her long shopping list with eyes very wide open for that which will make her trousseau a delight to wear and to look at. She is revelling in the delights of the Lingerie in the whitewear section on the second floor, for there is a truly wondrous array of the most alluring garments laid out there.

There are dainties designs in all the separate pieces of Underwear [illegible] to match throughout.

No matter how lavish or how limited may be the amount of money the Trousseau has allotted to the purchase of this important part of her trousseau, she is sure of finding the prettiest and the best available if she comes to the Herbert Snell doors.

"REYNIER" GLOVES — Herbert Snell LIMITED "CORRECT DRESS FOR WOMEN" — "PINGREE" SHOES

A specialty advertisement that strikes a very appropriate note and has an appearance in keeping with goods advertised.

"Then the day comes when in a flash it is necessary to pass in review the different stores in London. Something of special import is needed, and there is an uncertainty about the place where it can best be bought. Then it is that the mass of impressions, of pictures, of facts, of prices, and statements, which have been unconsciously stored in the receptive brain, begin to come to life. Slowly, but emphatically, Selfridge's and all that it has claimed to stand for, looms up, full of great possibilities. Quite unconsciously it has come to be associated with a certain atmosphere, certain statements and qualities. The time has come to put them to the test, and prove the truth of these endless allegations.

"This is the manner in which honest and distinctive advertising is soaking into the public mind every day. People have at last begun to realize its seriousness. The tendency to regard it as merely incidental, as a sort of reckless and useless 'padding' to the daily papers, a reckless and useless waste of money on the part of business men, is decreasing every day. It is fast becoming known that advertising pays both the advertiser and the reader; that merchandise which (by advertising) can be sold quickly can also be sold cheaply—much more cheaply than if months have to go by before it is all got rid of by ordinary means. And that is why this soaking in process, this cumulative effect of honest advertising, is so important and so increasingly noticeable. With both the systematic and the casual reader of advertisements its influence is difficult to trace, but, notwithstanding, it is very real. By it, Selfridge's assumes its personality, even to those who have never yet been within its doors.

"If we go to a picture gallery, a beautiful village or a beautiful house, if we meet a person with individuality or are attracted by a particular book, it is not the detail which so impresses us—the pump in the village street, or the carpets in the house. What we carry away that really counts is the memory of a general effect which has taken hold of us, an indefinable idea that will be for ever associated with each particular place or thing. And as with pictures or beautiful places, so it is in a more practical manner with the advertisements of the House of Selfridge."

Advertisements that Specialize

Two advertisements which illustrate the specialty idea in advertising are reproduced here. One is representative of a general dry goods store that of Herbert Snell, Moose Jaw, Sask., and the other is an advertisement by D. Millar & Son, Goderich, "The Scotch Store," which is making a special fea-


McCall Patterns — D. MILLAR & SON — Kayser Gloves

Knitted Coats and Woolen Novelties

Our first showing of the new season's Knitted Coats and Sweaters. These goods promise to be more popular this season than ever for boating, tennis and for all times.

WE FEATURE MONARCH KNITTED GOODS

L 46 Ladies' Knitted Pony Coats, military collar, colors navy, grey, cardinal, black and white. A very serviceable garment each $2.25

L 36 Ladies' Smart Knitted Coats best worsted yarn, the new roll collar a very stylish garment, same colors as L 46 at $3.00

Ladies' Heavy Knitted Coat, of best quality Raglan worsted, mannish effect, new style this season, each $4.50

L 60 Ladies' Novelty Silk and Wool Knitted Coat, the newest garment of the season, very dressy, each $6.00

L 65 Ladies' Long Knitted Silk and Wool Motor Coat, very handsome, just the thing for dressy wear, each $9.00

Full range of Infants', Children's and Misses' Knitted Goods in all the newest styles. Honeycomb Wool Shawls, just the thing for the cool evenings or when sitting on the verandah, in white, grey, black, cardinal at each ..... Prices $3.00

Headquarters for Knitting Yarns

We feature Baldwin's Famous Bee Hive Yarns. There is no better way of occupying your time in summer than knitting, and what lady does not enjoy it.

Baldwin's Bee Hive Yarns, 2 ply, in black, white, pink and blue, for Shawls, Scarfs, etc.; per skein 6c

Baldwin's Bee Hive Yarns, 3 ply, black and white, per skein 8c

Baldwin's Bee Hive Yarns, 4 ply, black, white and all colors, per skein, black and white 10c skein, other colors, per skein 11c

Special showing of Children's Headwear in all the newest styles, in Cotton, Silk and Straw Bonnets and Hats.

PHONE 56 THE SCOTCH STORE PHONE 56

The appearance of this neat specialty advertisement conforms with the nature of the goods. Millar & Son, judging from this example, are working along exclusive lines warranted by present tendencies.

ture of knitted goods among other things. Each of these advertisements is decidedly appropriate. The Snell advertisement adopts a typographical style that is complimentary to the line advertised—

lingerie and other equipment for the bride. There are no cuts, but a reasonable amount of white space, the use of type that is not too bold, and the wording indicate a sense, on the part of the ad. man, that is atune to the traditional spirit of the month of June. In his work he illustrates an underlying principle in advertising, namely, arrange your space so that it will attract by its suggestive appearance, so that every line will accord with the idea that the store wishes to convey. Call it art or artfulness in advertising, but it is the mark that every ad. man should strive to measure up to.

The advertisement by L. Millar & Son, Goderich, illustrates the suggestive effect as applied to another


"PERSONAL SERVICE."

Goodwins LIMITED

How About the House

Oriental Rugs.

Advantage of Our Grocery Saleswoms

Ladies' Ratine Suits Here From New York

Veils With Ratine Borders Also Plain Ratines Among The New Wash Goods.

Wash and Ironing Day Needs

Boys' Day in Our Men's Furnishings Store.

Ladies' Knit UNDERWEAR.

Black Dress Goods.

A New Book.

TEN SPECIALS IN THE BASEMENT SALESROOMS.

Genuine Chinese Shantung.

JUNE WHITEWEAR SALE.

An advertisement for Goodwin's, Limited, Montreal, which serves to illustrate the kind of work required of admen during vacation months. Note also emphasis on "Special Service."

line. For a "Scotch store" the border is appropriate, no space is wasted on the name, and the articles are arranged in a practical, not unattractive way. It is such an advertisement as this, which, given regular position, will always be sought for the news which it contains. The special name undoubtedly appears to a considerable section of the community, and there is great opportunity for specialization in the lines indicated.

Two Points in This Advertisement

The Goodwin advertisement is reproduced for two reasons. It illustrates the kind of work that will be required of the ad. man and window trimmer during vacation months to direct attention to the different departments of the store, and it also directs attention to the store's "Personal Service" bureau, a feature that is good at any time, and particularly during the hot weather months. When a merchant can recommend the personal service of his store he is positive that he has the staff and the goods that win the people's confidence.

Because of the inertia caused by hot weather, Summer advertising must be snappy, attractive, practical, entirely devoid of laborious wording, and by reason of the clearances that must be made it should give all departments a fair showing of publicity. Things must be kept humming, and actual conditions put it largely up to the ad. man and window trimmer.

Recently, Goodwin's, Montreal, have been trying out a form of advertising that adopts the specialty idea. Alongside their regular space, is a smaller advertisement calling attention to the features in their men's wear department. It is one way of securing emphasis, since it removes this particular section out of general classification and gives it the advantage of definite location. The same idea might be tried out with any other department.

Orders Increase Over 100 per cent.

At the annual meeting of the Canadian Converters' Co., Ltd., in Montreal, recently, the following new board of directors was elected:—James R. Gordon, president; George R. Copping, vice president; James N. Laing, John Baillie, Thomas J. Rodger, J. M. Mackie and William G. R. Gordon. John P. Black and A. Haig Sims, formerly president and vice-president respectively, dropped from active participation in the management of the company. It is understood that sometime ago they expressed a willingness to retire as soon as the business was on a dividend-paying basis again and this probably accounts for their absence from the board. A very satisfactory statement was presented for the past year's business and it would appear from the amount of business already in hand that the company would be warranted in expecting a large increase in business for the coming year. A section of the report reads: "The condition of business and outlook for the coming year is very encouraging. The company has an increase of over 100 per cent. in orders on the books as compared with the same date last year."

The Review has it on good authority that the payment of dividends will be resumed on August 5th.

Statements have been made in some of the daily papers that a change of policy as regards selling the company's output was contemplated, but this is emphatically contradicted by the officers. It is not the intention of the company to depart from the policy they have always followed of selling to the wholesale trade only.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

Editor Dry Goods Review,—Where can we buy patent leather belts with square buckle, such as that worn by the figure on the front cover of your June 1st number?

From the Western Leather Goods Co., Toronto, and Flett, Lowndes & Co., Toronto.

* * *

Editor Dry Goods Review,—Where can we buy Royale corsets?

We presume you mean those made by the Royal Worcester Corset Co., Worcester, Mass. They have no Canadian agency, but their representative visits the trade periodically. The Robert Simpson Co. apply the name "Royal" to their own particular lines.

* * *

Editor Dry Goods Review,—Please give me the names of one or two firms who make a specialty of enlarging photographs.

Pringle & Booth, 181 George Street, Toronto; Galbraith Photo Co., 239 Yonge Street, Toronto; Canadian Kodak Co., 588 King St. West, Toronto.

* * *

Editor Dry Goods Review,—Please send us names of firms making flannel and knitted blazer coats.

Monarch Knitting Co., Dunnville, in their Buffalo mill; Hagerman & Wolfe, New York; Vassar Knitting Mills, Bay City, Mich.; Standard Knitting Co., 2202-10 Superior Avenue, N. E., Cleveland, Ohio; Cleveland Knitting Mills, Cleveland.

We do not know of any Canadian mill featuring these garments yet. Gordon, MacKay & Co., Toronto, have a red flannel Norfolk with white collar and belt, costing $6.50. From indications to date, garments to retail at $5 are to be strong sellers, and it is felt that there is quite a future for these garments, as they have sold in New York in the finest flannels in red, navy and white to imitation Ceylons and novelty kimono cloths in suitable patterns.

* * *

Editor Dry Goods Review,—Where can we buy the matting described on page 54 of the June 1st Review?

From Otto T. E. Veit, manufacturers' agent, Empire Bldg., Toronto.

* * *

Editor Dry Goods Review,—Where can I buy Crex rugs?

From the Crex Carpet Co., 377 Broadway, New York. Their representative makes regular trips to the Canadian market.

* * *

Editor Dry Goods Review,—Where can we buy an electric cutting machine?

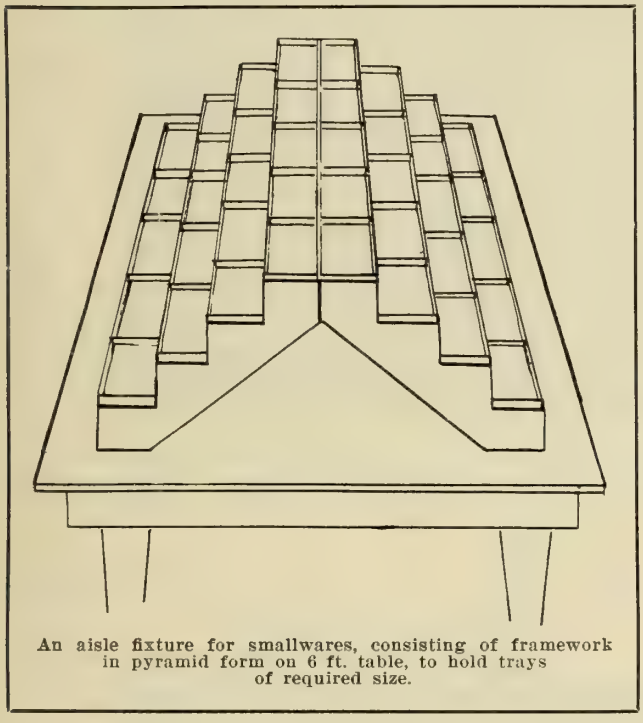
The Edwards Electric Co., Toronto, are agents for the Eastman cutter. J. F. Wildman & Co., Morristown, Pa., make a machine which is also extensively used.

* * *

Editor Dry Goods Review,—We would like your valuable opinion on the best plan for displaying smallwares in the dry goods section of our store. Would you advise trays on a section of counter, or is there anything better?

There are various methods by which smallwares can be carried to advantage. On page 26 of the April 17 Dry Goods Review, we illustrated a fixture instaleld by Jones Bros & Co., Toronto, in the new Ogilvy store, Montreal. This consisted of a tray in subdivisions on top of the counter. Each tray was

numbered to correspond with stock boxes behind the counter, and in each samples were displayed. This plan avoids the confusion that sometimes results from a litter of smallwares on top of the counter. There is also a display case or silent salesman, in which trays are arranged so that all goods may be easily seen by the customer. The trays are removable and may be placed on top of the counter for closer inspection. This, too, is a more sightly and space-saving idea. Jones Bros. & Co. have this case. The accompanying cut illustrates a plan



An aisle fixture for smallwares, consisting of framework in pyramid form on 6 ft. table, to hold trays of required size.

adopted in a good many stores. A framework in pyramid form is placed on a six-foot table, and so constructed that it will hold a series of trays of the size required. This table may be placed in the centre of the aisle. Stock may be carried in suitcase boxes underneath, the framework and special displays made at each end of the table, or a neat card placed there. Any carpenter can make this fixture.

* * *

Editor Dry Goods Review,—Please send us names of firms making curtain display fixtures.

J. H. Best, 235 South Exchange Street, Galva, Ill. Their racks are illustrated on page 85 of our May 1st number. On page 26 of our April 17th number, we illustrated another idea in curtain cabinets. This takes the form of a roll top desk, with top section for samples and lower section for stock. In front is a brass rod for display. Some stores keep their curtain stock in shelves or cabinets with brass rod in front to show samples. This should be so arranged that backs of salesmen and customers are to the light. The goods can then be seen to advantage.

* * *

Editor Dry Goods Review,—Where can I buy inlaid linoleum in 2½-inch blue and white block pattern, price ranging from 75c to $1 yard?

Linoleum houses and departments in Toronto were "just out" of this pattern when inquiry was made, but had it in other sizes. Our Montreal man reports that W. R. Brock Co. have the pattern asked for, but in two-inch block. Gault Bros. have it in 1 and 2 inches. Greenshields say they usually carry it, but have nothing at present. They can get it for you within about one month. The price would be 72½c square yard. They are writing you in the matter.

* * *

Editor Dry Goods Review,—Some time ago an article appeared in your paper about running a ready-to-wear millinery department and dispensing with workroom. Will you please tell us what number of The Review this article appeared in?

This article was published in special January number this year. It was written by Neil Cameron, then of Goderich, now in business in Peterboro. The plan he describes appears to have been very successful.

* * *

Editor Dry Goods Review,—Please tell me where I can buy novelties such as sold at street fairs.

We presume you mean ear-rings, necklaces, stick-pins, blouse sets, brooches, hat pins, etc. Would suggest that you write Otto T. E. Veit, manufacturers' agent, Toronto; Defriez & Woodman, Toronto; Ideal Hair Goods Co., Toronto; Austin & Co., Toronto; R. A. Phillips, 77 York Street, Toronto.

* * *

Editor Dry Goods Review.—Please give us names of importers or jobbers of English rubberized raincoats to sell from $10 to $15.

Wreyford & Co., Roman Building, King St. W., Toronto; J. Mandelberg Co., Montreal; M. Pullan & Sons, Toronto; J. J. Foley, Manufacturers' Agent, Toronto.

Good Show Cards Require Practice

The man who perfects himself in this class of work can command better position — But it cannot all be learned in a day — Best writers began in very small way — The care of show cases

(By A. A. Daoust, with G. G. Gales & Co., Montreal)

WHAT is your first impression of a nicely-trimmed window, without a show card. Isn't it like a store without a salesman—nothing there to speak of the goods.

I have noticed in large stores, not in departmental stores, but in large exclusive stores, that they often forget all about show cards.

We all understand, of course, that a jewelry store shouldn't use the same style of cards as a shoe store or a haberdasher, but nevertheless it is just as important to have an appropriate card, as it is for the other stores selling different goods.

Another branch which is neglected is the drug business. You often see a lot of bottles piled in a window without anything whatever concerning them. You to have to get your nose on the glass to read what is on the bottle, and very often you are not any wiser after. It is most important to have cards, a few words on a neat card tells the passerby of what the display consists, and by reading a card he will often stop to look at the merchandise spoken of on the card and displayed in the window.

Every man should learn to make cards suitable for his displays. I am not speaking of trimmers in large stores where they have more than they can do, but I mean in ordinary stores, and even large stores where a man has time to give a little time to this.

It is certainly very simple, and a little practice and good taste will bring surprising results.

In many small stores several salesmen, myself for one, have started by lettering on old pieces of cardboard and by sticking to it have become good card writers. It is only a case of making up your mind to do it and then go right ahead.

A salesman should bear in mind that, once he can make cards good enough to be used for the store he is working for, he is bound to have an increase in his salary if he is working for a man who appreciates an ambitious employe.

It isn't hard to try anyhow. Just go at it, and see what can be done. It may take three months, it may take six, but don't let that worry you.

The Care of Show Cases.

It is important that you give your show cases just as much attention as your windows. Did you ever stop to think how many sales are made from them?

How often you see three or four ladies enter the store, and while one is buying, the others look from one case to another, and the first thing a salesman is asked is if he will kindly show a certain pice of neckwear from the show case, and seven times out of ten this leads to a sale.

Displays should be thought up for show cases. Use materials for covering the bottoms that will blend in color.

Personally I have nine show cases to take care of, and I take great pleasure in trimming these to work in connection with my window trims.

Show cases should be washed out at least every two weeks, and trimmed over, as no show case is dust-proof, and although the inside is not dirty, it often looks very dusty at the end of one week.

An attractive display can be made in a show case by displaying only one kind of merchandise. It seems to pull better than having a show case full of different articles.

The great majority of people in charge of show cases have the habit of crowding them. This spoils entirely the selling power of the display.

A few styles should be shown in cases, and taste should be used to arrange them well, so as to show them to their best advantage.

In large stores where there are several employes, it is wise to lock the cases, providing the stock is near at hand, so that if a customer asks for a certain style to be seen, it can be taken out of stock without delay and shown.

Some salesmen have a habit of throwing into the showcase things which are in the way, and spoiling the appearance of the display. I have found that the best way to overcome this is to turn the key.

As a last word, never neglect show cases.

SEND IN YOUR CARDS.

Show card writers who have taken up the Edwards Short Cut System, which has been running in this paper, are invited to send in examples of their work, and at the same time to describe any difficulties which they may be meeting with in their work. These cards and problems will be discussed by Mr. Edwards, with the object of assisting the writer. Address Dry Goods Review, 143 University Avenue, Toronto.

Striking Show Cards, with Rich Airbrush Treatment of Lettering and Applied Illustrations

By A. A. Daoust, with G. G. Gales & Co., Montreal



This card is 21 x 30 inches on tan mat, black letters on white airbrushing; cut-out illustration in black and white, with touches of red, also airbrushed in white.

Card emphasizing vogue of tans. Figure in cut-out illustration done in brown, lettering in white on brown airbrushing.

Card is 17 x 27 inches on brown mat, illustration airbrushed in white; lettering in white on brown.



Mottled paper mounted on brown mat, with large wooden gold-colored studs in corners. White letters on brown airbrushing.

Novelty card with cut-out illustration to represent billboard. Shoes are raised one-eighth inch from card by means of pieces of folded cardboard folded to base. Shoes in tan, lettering mottled two-tone tan effect.

Buff mat, with horseshoe outlined by airbrushing in purple and details added in crayon; cut-out illustration mounted on delicate pea-green airbrushing. Letters are white, with base of purple.

Merchants Discuss Timely Topics

H. W. Clark, Chatham, gives some ideas on special sales — Says too many stores cater to the spasmodic and call it good business — Plans that have been applied with good results — Merchants must not overlook increasing cost of doing business — Business should be charged with business expenses only

EDITOR Dry Goods Review.—In a recent article in your paper, attention was called to the point on featuring lines that carry a profit in special sales. This is a matter which many merchants overlook. To use the language of the Indian, "white man makie much talk." We might add "Biggie crowd makie small profit." Not that a crowded store is poor business, but too many stores cater to the "spasmodic" and call it good business.

There are sales and sales, but there is no scheme that appeals like the one which touches the purse lightly, and fills up the wants largely, whether the sale be dry goods, groceries or what not. Catch-penny methods may be employed, but the one essential is much for little. A bargain, unless its a real one had better not be attempted, for the public have eyes for nothing else.

BUSINESS BOOSTERS.

To resort to some new scheme to pull trade, is as hard as trying to add new words to the English language. But occasionally one hears of something which might help. The department of hosiery is often a hard one to increase sales, for poor hose are poor investments at any time and a sale of job lines never proves of much lasting advantage. So figure it out. There are 3 pairs of children's hose sold to one pair of ladies'. Advertise giving a coupon ticket with every pair of child's hose, girl's or boy's. When a certain number is obtained, redeem them by giving a pair of hose free of charge. This could be figured to cost 5 per cent. or more, and would result in a continued patronage by those who were interested in making your hosiery department the place for buying reliable hose for the children.

The same idea might be followed in gloves, corsets and underwear.

In the Spring or Fall, when the openings are on, feature children's lines and as an incentive to getting the children up stairs, oranges candy or souvenir cards could be given. It's remarkable how children remember a treat like this.

Special displays of stuffed animals in connection with a fur department, at operating time, make a good impression on likely fur purchasers.

Demonstrations of new lines such as perfumery powders and newly patented articles, are a good drawing card for any store, where the lines demonstrated are to be kept for sale.

Perhaps one of the best and most lasting ideas that had advertising value, too, was in the form of a small tray of fine aluminum for a ladies' dressing table. This was modest in size, but sufficiently large to permit of the firm's name, also emphasizing the store as headquarters for dress goods and silks. This was some five years ago. The article was too good to lose, would not break and was always useful. This fact accounts for its being still in use.

Calendars are always a good advertisement, that is, when one in good taste is used.

Some of the ideas mentioned might be old to some, but a good thing may bear repeating at intervals.

METHODS OF LARGER STORES.

Observation teaches us, however, that the larger stores employ very few of these catch methods of advertising, resorting to the more effectual special sale idea, using worthy merchandise bought at a clearing price, including broken lines from stock, where the profit on the one may make up for the loss on the other.

To do this the work of the ad.-man, window man and salesman has to be brought into play.

As an illustration of this, a large quantity of popular Summer goods was purchased by two merchants in different towns. Goods were the same, conditions were the same for each. One man sold his goods at a profit of 25 per cent., the other marked

his at an advance of 75 per cent. profit. Merchant No. 1 sold all of his on one day, clearing some $40 net on the turnover. Merchant No. 2 is still selling his and has enough to last till this time next year. Which one made the best impression for future business on his customers?

A window display for two days previous to this sale with lots of price tickets, supplemented by strong newspaper talk and the store with a reputation for square dealing, made a record.

If a bargain is worth giving, it's worth giving with a vengeance. Remember, it's not you they want, but it's your goods.

A man's nearest relative will leave him to buy goods cheaper at another store.

There never was very much sentiment in cold dollars and cents, and there is less to-day than ever.

While the ultimate aim of special sales is to increase business, yet I believe there is another way of increasing the dividends.

THE BUSINESS MAN'S MENU.

How to do a greater business on no more stock than can be profitably turned over and how to decrease selling expenses is the business man's daily menu which never gets digested.

Under present-day conditions, when the public demand greater assortment, when salespeople, by sheer force of surrounding conditions, if nothing else, have to have more salary, when store rents go higher, when expenses of every description have increased, merchants of every class, have the unanswered question before them at all times.

There is but one answer—larger profits. These can come in different ways. Search the markets for closer prices. If you can save a few cents by buying from Jones instead of Smith, it's up to you to do it. Save every discount possible as every few cents count.

CHARGING IT TO THE BUSINESS.

While we give the merchant credit for keeping an up-to-date account of expenditures, yet we know of businesses where premiums on several thousand dollars' life insurance is paid out of the business, where large donations are charged up to expense. These and many other things on the same line may be all right, but the man's business is the "burden carrier" to the tune of decreased profits and he wonders why the dividends show up so small.

Let a business be charged with business expenses, not personal items.

Were we to go into the matter of expenditures, many more ideas could be mentioned which bear largely on the vitality of the business system of a large number of establishments throughout the country.

Chatham, Ont. H. W. CLARK.

Cash Didn't Bring Slump

Sample Bros., Kerrobert, who have cut out charge system, say cash sales exceed those of former cash and credit — How they did it

Sample Bros., Kerrobert, Sask., recently adopted the cash principle in their business. They expected a falling off in business, but it did not come. Here is what they say about it: "We had been doing a credit business of say 40 per cent. on $60,000 turnover, but we saw where it would land us in case of crop failure, and also saw the mail order house getting a large share of the ready cash we were entitled to. So we decided to cut down our profits and start on a cash basis. No one gets credit except those who have always paid their accounts on the 1st of the month. To them we consider it is more of an accommodation than credit. We expected a falling off in business, and were quite prepared to meet it half way. But the fact is that, after six days, we find our cash sales are greater than the cash and credit of the old system, for any like period. We expect some criticism, and shall write again, letting you know how things are working out. Expect to get into our new addition next week."

As many merchants who read this are now half decided between cash and credit, and are asking how best to go about it, The Review here publishes the circular addressed by Sample Bros. to their customers. To Eastern merchants the circular will be of particular interest, since it touches upon some of the conditions and problems for which the Western merchant must provide and find a solution:—

Dear ———— :—

You will probably have read our announcement, in the Kerrobert Citizen, to the effect that, on June first (beginning our third year in Kerrobert) we will abandon the credit system, for the system of doing business for cash.

We have made this decision after weeks of study and deliberation. It is not whim, to pass in a day, or a week, or a year. It is a ruling for all time.

Our reasons for taking this progressive step are many, but the foremost, is that we simply can't hand out credit any longer and stay in business. The crop of 1911, being a failure, we could not collect accounts placed during the previous summer. These accounts were settled by our taking notes, falling due in April and May, 1912. Now, 90 per cent. of these notes are not being met; with too high a sum on our books to make good sleeping of nights and with no new money in sight till next November (some chance at that) we were faced with the fact that we would put as much more money on our books before next crop as we had on. In that case, if the 1912 crop failed, so would we. True, the crop might be a bumper, but we can't chance it.

Had we been enabled to collect our accounts this spring, this letter would never have been written. We could have carried you till fall, even in case of crop failure. There is a limit, however, to our credit at our bankers and wholesale houses, and frankly, we have well-nigh reached it. That's why we're quitting credit business. Simply forced to. Wouldn't you do it, if you were us?

We would be sorry if you thought this letter reflected on your honesty or ability. It does not. Every customer of ours is getting one like this. We know you, have trusted you, would do so again, and you know that we have uncomplainingly helped our friends as long as we could, but the load is too heavy now.

Probably we will lose what would be good business under other circumstances; but, hard as it may be, we'll face it. We must use all alike. Don't judge us to be harsh. Before you do this, come in and talk it over with us. You may not decide to

(Concluded on page 35)



Sectional view of millinery department. Note the use of display tables and cases in which units of millinery and garments are posed. Anderson Co., St. Thomas.

Sixteen Years' Growth of Cash Business

Anderson Co., St. Thomas, apply principle with success in railroad city where majority drew monthly pay — Building recently remodeled to take in three stories and basement hundred feet square — Modern features installed

SIXTEEN years ago Northway & Anderson opened their doors to the public of St. Thomas and vicinity as a cash and one-price store, with every article marked in plain figures. A very pessimistic view was taken of the project by a great many people, who considered this principle of doing business in a city dependent upon railroads and monthly pays as not feasible. It was a new departure from what had long been believed to be the only method by which a business could prosper in a community where the great majority of the wage-earners drew pay monthly, and naturally paid their accounts in the same way, with the too often occurring danger of having to leave an ever increasing balance to be carried forward to the following month's account, usually resulting in no end of trouble to all parties concerned.

ADVANTAGES IN PAYING CASH.

The business prospered from the start, the public soon recognized the advantages of paying cash, realizing they were getting better value for their money than under the old system.

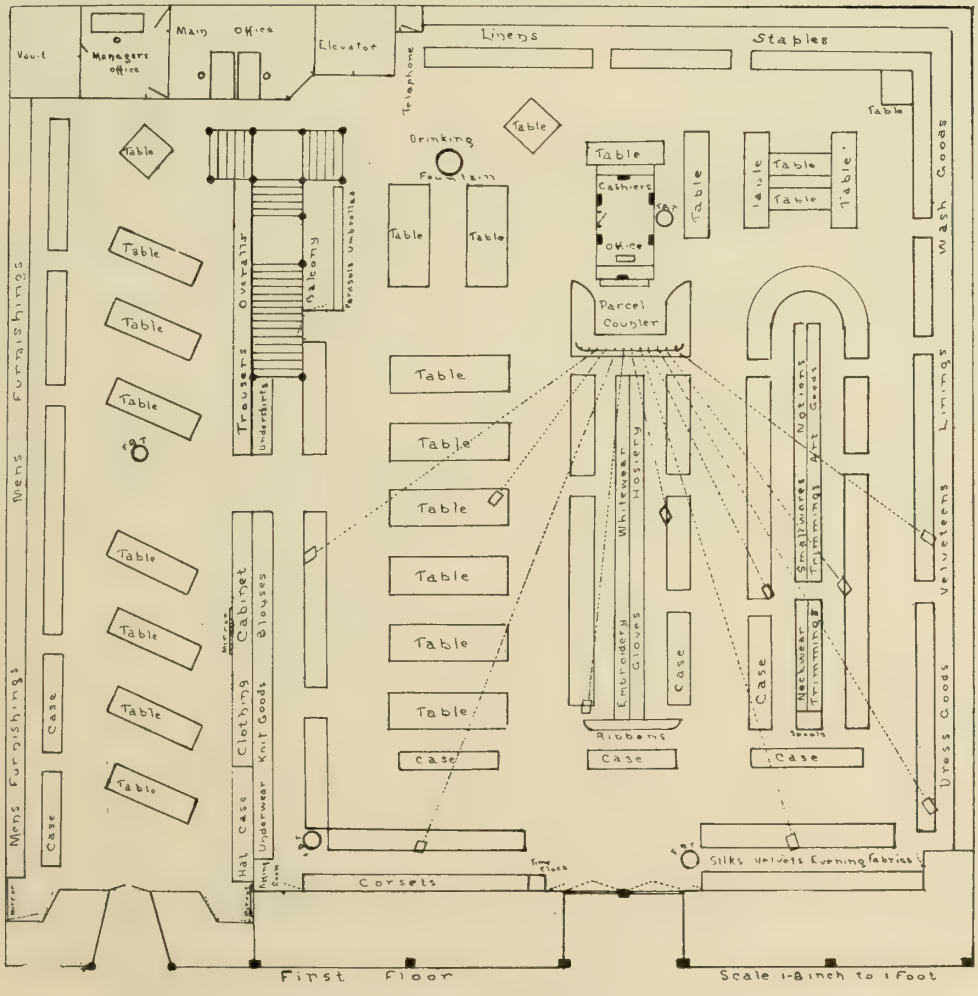
For seven years, the business was conducted in the premises first occupied in the west-end of the city, when to meet the demands of their fast-increasing trade they purchased and moved to the present large building in the centre of the city. At first, about 15,000 square feet of floor space was used, but the rapid growth of the business soon warranted the addition of more space until now the entire building, 100 feet square, three storeys and basement, is devoted to use of the different departments of the store, giving a floor space of about 35,000 square feet.

On the first and third floors all woodwork is finished in light natural color, with walls and ceilings also in light colors, giving them a very light, cheerful appearance. On the second floor the woodwork, tables, showcases and fixtures have been given a mahogany finish, walls are soft dark green, ceilings light cream. Hardwood floors are laid throughout the store with the exception of the drapery department, which is carpeted in green. Runners of green carpet are also used in the millinery and ready-to-wear departments.

(Concluded on page 34)



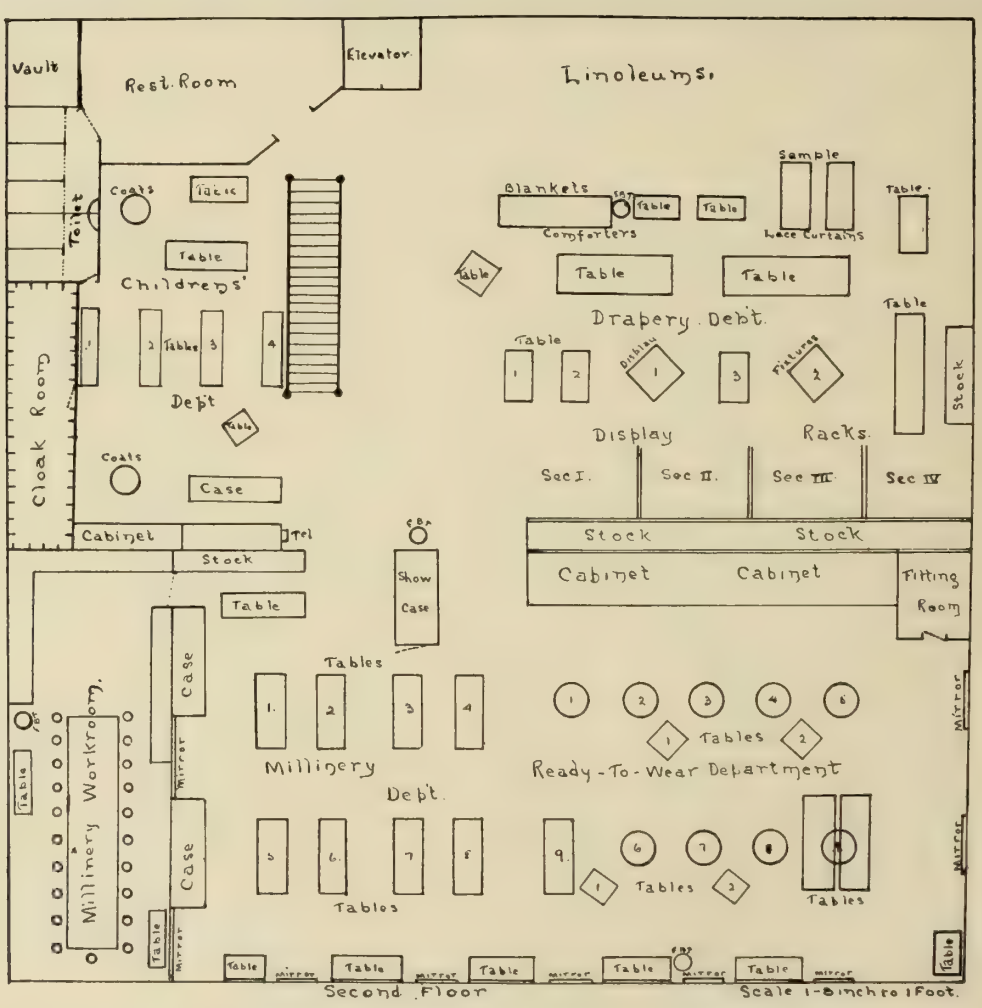
Central view of ladies' ready-to-wear and millinery department, Anderson store, St. Thomas.



Ground floor plan of re-modeled Anderson Co.'s store, St. Thomas.



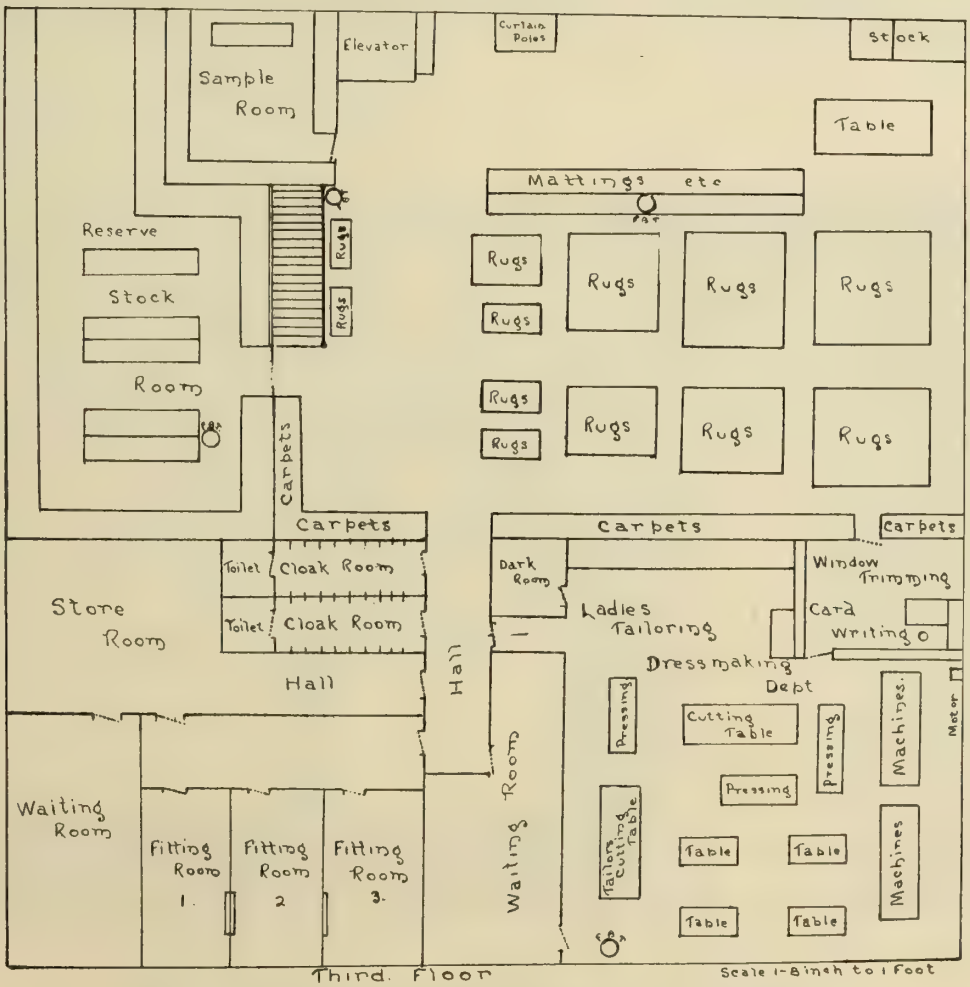
View of the drapery department, second floor, Anderson, Co., St. Thomas.



Second floor plan of re-modeled Anderson store. Note arrangement of departments.



Rest-room near elevator and stair landing, Anderson store, St. Thomas.



Plan of third floor re-modeled, Anderson store, St. Thomas.



A showing of French chintz and bungalow nets, with ledge trim of tapestry coverings and fine net curtains. Section 1 on plan, drapery dept., Anderson Co., St. Thomas.



This cut shows use of fixture built around pillars. In the foreground are shown scrims and cretonnes, on further fixture nets and chintzes, used as side hangings. Anderson Co.'s drapery department, St. Thomas.

Sixteen Years' Growth of Cash Business

Concluded from page 30.

The accompanying plans and photos will serve to show the location and space allotted to the different departments.

REST ROOM AND DRINKING FOUNTAINS.

Some of the special features are a rest room, as shown on plan of second floor, nicely furnished with easy chairs, tables and writing desk, with all writing materials supplied by the firm, also several magazines and papers.

An up-to-date passenger elevator has been installed, giving a service from basement to top floor.

A cash and parcel carrier system has been in use for some years on the first floor, the lines and stations being shown in the plan.

A new sanitary marble drinking fountain has been installed on first floor.



The Anderson store, St. Thomas, recently remodeled. The three floors, each 100 feet square, are now occupied by this progressive firm. There is a separate entrance for the men's wear section.

The space above ladies' cloak room and umbrella case, which adjoins the stairway leading from first to second floors, is utilized as an observation gallery. An excellent view of the first floor is obtained from this point. It is furnished with several easy chairs. It is also used for an orchestra on special occasions.

Twelve fire underwriters' bucket tanks, always filled and ready for instant use, have been placed, four on each floor, their presence making a very material reduction in the insurance rates.

The new departments added this Spring are draperies, children's wear, a dressmaking department and Japanese wicker furniture, which is connected with the drapery department.

Electricity is used for lighting purposes, running elevator, sewing machines and pressing irons.

The basement, plans of which are not shown, is used as stock rooms, window trimmers' fixtures and workroom and furnace room.

TOOK IN EMPLOYES.

The firm was reorganized six years ago into a limited company as The Anderson Co., Ltd. Several of the employes who had been with the firm from its inception being taken into the company. Mr. Anderson, under whose guidance the business has grown to its present high standing among the foremost in the province, is president and manager.

Over seventy-five employes are now on the staff of the company, which is looking forward to better and bigger things for the future.

Five telephones, three on ground floor, one on second and one on third floors, add materially to the other conveniences recently installed.



The hot weather has at last arrived. Now the salespeople on the second and third floors will call into requisition the string-and-basket-back-window route for a supply of ice cream, sundaes, David Harums and other mid-day refreshments. The office boy used to answer the purpose but there was a day when the boss saw the combination and declared the goods contraband.



Cash Didn't Cause Slump

Concluded from page 29.

stay with us, but we'll use you just the same as ever, sorry as we will be to lose you. Come in and see us anyway.

The manager of one of our local banks stated to us, personally, his willingness to help farmers financially, on reasonable security glad to have the business and we know you can get it there.

Naturally we will reduce our prices, as we can afford to, for cash. We believe we can do business from 10 to 12½ per cent. cheaper. Next week, or later, we will place our new list of prices in your hands and probably you'll decide that you won't change your place of shopping. Eggs, butter, potatoes, anything in produce will be as good as cash, and highest prices paid.

We thank you for your help in the past, and ask you not to forget us in the future. You will yet admit that Sample Bros. have given Kerrobert district what they need most, a progressive, one-price, low-price store. We will win out.

Yours faithfully,
SAMPLE BROS.

Following this circular, Sample Bros. issued a six-page cash prize list (5½ x 8½ inches) on the front of which they announced a reduction in prices of from 10 to 15 per cent. On the front page were five paragraphs pointing out the significance of cash. Here is an extract: "This list does not cover our entire stock, but simply the bread and butter stuff; the goods you know and must use. Take this list, compare it with prices you've been paying locally. Compare it with your mail order catalogue (and allow for average freight of ¼c per lb; loss by damage in transit, to say nothing of not seeing the goods) and judge for yourself. Are our prices right?"

Sample Bros. are enlarging their store, and in view of the extension of their business, their latest move is an important one. Many a merchant would hesitate—under such circumstances—before making so radical a change. But then, a great deal depends on the way one goes about it.

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto, July 3, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

PUBLISHERS DRY GOODS REVIEW

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Newspaper Man Figures Merchant's Profits

A PETERBOROUGH newspaper, discussing the entrance examination in arithmetic, which, it states, was "bothering the pupils of Senior IV," gives a solution to several of the problems. Among them is the following: "A merchant marks his goods at 25 per cent. above cost, but allows his customer 6 per cent. discount. What per cent. profit does he make?" The newspaper gives the answer as 17½ per cent.

According to the rule that is almost universally recognized in business to-day this is wrong and no doubt some of the progressive merchants of Peterborough will hasten to set the newspaper man right ere he starts in business for himself.

The only way to figure profits is on the selling price. The merchant did not make seventeen and a half per cent., but fourteen per cent. He marked his goods at $125, but allowed a 6 per cent. discount. He thus received $117.50 or $17.50 advance on cost. But to arrive at the correct profit percentage, he will do himself an injustice if he figures it on the original cost of $100, which does not take his legitimate return from the business over and above all other items. He must divide his selling price into the profit, and multiply by 100. This will show that he has made but fourteen per cent. It is absurd to figure the discount percentage on the selling price and the profit percentage on the cost price? To have made a profit of 17½ per cent., the merchant should only have allowed the customer a discount of $3⅛ on $125, or 2½ per cent., selling his article at $121⅞.

If the newspaper man tendered for the job printing of the school board, he would estimate the cost of the paper, ink, composition, presswork, binding, overhead expenses, etc., and finally would add sufficient to ensure himself a reasonable profit. But in figuring the percentage of that profit, he would surely not do it on the cost, but on an amount which would take into account the net earnings upon which he must calculate, apart from all other expenses, as a charge against the business. That is what he

is working for, the reason of his investment in that enterprise. If he does not do business on that principle, the sooner he adopts a cost-finding system, the better.

The only correct way to figure profits is on the selling price. The future merchants of the country, who are now attending school, should not be allowed to get away from that idea.

Caracul Industry for Canada

EXPERIMENTS of the past few years in cross-breeding Araby or Persian sheep and the American mutton sheep with the object of producing a caracul suitable for garments, have been very successful. Fur prices of all kinds are increasing at such a rate that any enterprise which will supply to the trade an article quite equal, in every essential, to that taken from the Araby sheep imported, should be followed with considerable interest.

The experiments referred to have been carried on in Texas and results there have been such as to suggest the feasibility of the idea for Canada. It is probably well known that baby lamb, or caracul, as it is called, is obtained in Persia by a method which could not be adopted here, because of its illegality. By cross-breeding, however, it appears that this difficulty has been overcome. Already men of enterprise have become interested in reports upon the experiments, and it is understood that no less than three companies have been formed to operate in the Canadian Northwest. Climatic conditions there are said to be ideal for the production of a fur that would be much richer than that of a warmer country.

The raising of caracul fur in Canada would be an industry that could not, very well, be ill-timed, owing to conditions in the fur market to-day.

Using the Other Man's Brains

MANUFACTURERS sometimes protest that advertising ideas, of which they are the originators and which they are making use of, are stolen by competitors and applied at the same time to the exploitation of similar lines. One manufacturer, for example, points out that another house is using advertisements that are identical with certain pages in his catalogue, the only difference being in certain characteristics of the goods displayed. The reading matter, the headings and the general arrangement were such as to indicate a direct steal.

This is a practice which is certainly open to condemnation. It is a violation of the best ethics of modern advertising. There is no crime in that kind of adaptation which brings out an entirely original phase, and thereby an improvement in the treatment of any subject, but there is no excuse for that kind of piracy which appropriates the creation of another man's brain and applies it to a competitive advertisement. The Review will discourage such thefts whenever they come within its observation. Originality in playing up practical news values is the underlying principle of its advertising and editorial departments.

Little credit attaches to an advertisement or to an article of any kind that cannot be traced back to sufficient thought or application to represent the author's individuality or prove his confidence in the thing he is talking about. It is a recognized principle in advertisement writing—or in writing of any kind for that matter—that nothing is so indicative of a man's knowledge, his enthusiasm, his breadth of view upon a matter as the practical originality which enters into the expression of his ideas.

Boost New Ontario

A GATHERING which, from every point of view, has a right to be considered notable, was form a large class.
recently held in Toronto. It consisted of representative men from New Ontario, who, acting upon a day that bore the distinctive title, "New Ontario Day," sought to set right the trend of indifference largely consequent upon lack of knowledge, with reference to the resources and possibilities of that part of Canada.

It was fitting that these men should gather in Toronto, as it is the point from which must issue the material assistance that the Government may see fit to give, and there, too, is a great central distributing market, whence a considerable portion of the new country is being served.

In the light of the representations of these serious-minded men, there can be no doubt as to the vast natural wealth of that part of the province. Not only in mineral resources, but in that fertility which should attract agriculturalists, it has tracts that are declared to be unsurpassed by any in Canada. In fact, there appears to be the foundation for a progressive community and a most important market. Good roads and other essentials of development from backwoods conditions are now demanded. The country requires a policy that will make it accessible to settlers, and to those who will advance its interests industrially and commercially. Its natural advantages are such that it must become one of those districts of large significance in the opportunities of those who by reason of their enterprise are brought into close contact with many phases of the progress, and among these the merchant and manufacturer

"Boost New Ontario" is a slogan which must assuredly command attention, and to assist in that direction, a central Board of Trade, which would keep the country in touch with conditions and general progress, could give excellent service.

Excellent Crop Prospects

WHILE reports are being received to the effect that in some quarters of the West, collections are slow, owing to delayed payments on grain, as the result of inadequate transportation facilities, there is no reason why this should be regarded as an immediately alarming condition. Far more serious is the likelihood of a late harvest and another congestion in shipment of grain to distributing points, where it would be easily available for the world's markets. The West has a habit, all things being favorable, of outstripping every advance provision made for its growth. There are times when the most optimistic transportation officials and manufacturers have to declare themselves beaten. So far as the older provinces are concerned, their requirements can be figured out to a nicety, but it seems impossible to take the measure of the West, such is its extent and constant growth, and so uncertain are the conditions making for important change.

Government reports indicate that the acreage under cultivation in Canada this year is considerably larger. The Fall wheat area, deducting that which was Winter killed in Ontario and Alberta, is placed at 781,000 acres. Spring wheat occupies 9,145,000 acres; oats, 9,486,000; barley, 1,429,000 acres; rye, peas, and mixed grains, 894,000; hay and clover, 7,904,000; alfalfa, 112,000 acres. All of these products stand high as regards promise for full crop, except Fall wheat, which is represented at 71.46. The crop suffered from the severe Winter in Ontario, and lack of sufficient snow in Alberta. For the three Northwest provinces the area as estimated May 31, are as follows: Wheat, 9,122,000 acres; oats, 5,097,000 acres, and barley, 837,000 acres. The conditions of these cereals in the Northwest provinces is over 95 per cent. of the standard, except for Fall wheat in Alberta, where it is 76.6 per cent. In Saskatchewan the area under Fall wheat is estimated at 53,000 acres, and its present condition in May was 93.28.

These figures should convince anyone that there is no reason for apprehension in crop prospects, but rather in the facilities for marketing the harvest. Freight congestion has been a problem during the past few months. It has been a frequent cause for complaint among manufacturers. It is pointed out that if American cars had not been available in large numbers, a much more serious condition of affairs would have developed. In the meantime, railway shops are turning out railway stock as fast as greatly enlarged facilities will permit, and the country's growing time is yet far from full tide.

The Passing View

Have you overlooked any of the hundred ways by which Fall business might be improved? Read the series of articles beginning this month in The Review.

* * *

Do you advertise your advertising? Do your salespeople, your windows, your service advertise your advertising?

* * *

A progressive general merchant in a growing Western town writes The Review asking that ready-to-wear houses be instructed to tell their travelers to call on him. The merchant is building a large addition to his present store. There is a nice order here for some of those manufacturers who "cover the country from coast to coast."

FEATURES OF THIS NUMBER.

Hundred Ways to Improve Fall Business.

Merchants Prepare to Celebrate Century's Peace.

Review's Information Bureau.

Twenty Years' Growth on Cash Principle.

Summer Fur Sale to Cater to High-Class Trade.

Merchandising to prepare for Introduction of Fall Goods.

Color Blending in Silk Displays.

Modern Store Front Construction.

Interesting Phases of Style Development.

Advertising Your Advertising.

Merchants Discuss Timely Topics.

Cash Caused No Slump.

Wholesaler's Views on Fall Delivery Problem.

Latest Style and Market News in Dress Goods Ready-to-Wear Garments, Knitted Goods and Accessories.

Selling Plans That Boost Business

Practical ideas that are being worked out to advantage by wide-awake merchants — Eighteen-hour limited sale — Supplementing holiday advertising — "Bank," "All-round," "Thermometer" and twenty-four hour events — An information department in the advertising

This Sale Suggests Speed

An "Eighteen-Hour Limited Sale" is an event which was recently featured with success. The following extract from the advertisement explains:— "Eighteen-hour limited starts to-day (Friday) morning, 8.30 o'clock and reaches its destination Saturday, 5.30 p.m., 18 hours of twentieth century high speed selling in various grades of high grade merchandise, adapted for people at this season of the year, particularly just before the holiday. There are nine shopping hours in each business day; 18 shopping hours Friday and Saturday combined. All merchandise advertised, together with hundreds of other sensational cut price bargain realities will be on sale during the entire eighteen hours. Two full days, all day to-day and Saturday."

The name of this sale is one that suggests speed, and the definite time limit also conveys to the customer the impression of flitting opportunity. The idea should be applicable to any size business.

* * *

Given an appropriate name for a sale or special event, the merchant can very often work out ideas in his advertisements and displays which attract people to the store. A "Bank Sale" for example, is a feature that can very easily be made to suggest savings or wise investment. Stocky displays, or banks of merchandise in the windows and throughout the store might be accompanied by the suggestion in the advertisement and show cards that the public consider the merit of the bank, the opportunities which it offers for savings, the attractive rates of interest, (discounts) and the assurance that no mistake could be made in so disposing of a certain amount of money. In connection with such an event an attractive feature would be the presentation of souvenirs in the form of small penny savings banks of cardboard or metal, to the little people. A "Bank" sale would be most appropriate at the opening of the Fall season, when large varieties of new goods are being attractively displayed in different departments.

* * *

The "All-Round" sale, featured by Glanvilles, Limited, Calgary, was given an identity by the adoption of circular tags, similar to the illustration. The sale lasted two weeks. The "all-round" tag was not only reproduced in the advertisement, but was applied in other ways to emphasize the importance of the event. Dodgers were issued and one of the tags was hung on every door knob where a dodger was left. The sale was a great success.



Full page advertisement for Glanville's, Ltd., Calgary, featuring "All Around Sale," a two-weeks' event to climax the summer season. The dates were June 4 to 15. The cut at the top of the advt. was also issued in the form of a tag — black on yellow — which was attached to every door where copy of the advertisement was left.

A Toronto furnishing house, recently attracted considerable attention by a "Thermometer Sale." In the centre of a window was placed a large indicator, about four feet high and two feet wide, resembling a thermometer in every respect, but instead of showing degrees of temperature it recorded the number of sales on a certain article. The glass tube in the centre of the indicator was so constructed as to readily admit of the fluid necessary to indicate the progress of the sale. The same idea might be worked out to advantage in any store as a central window feature to show the number of sales made on any line given more than usual prominence as a "hot weather value" say, for one week. The thermometer is expensive, and if glass tube is not available, a needle or band made of tin and painted red could be inserted and moved up or down at will. As a feature for a "Vacation Sale," the plan also suggests itself. Thus, a store recently put on an event in which it offered a trip down the St. Lawrence for the customer doing the largest amount of cash business with the establishment during a certain period. The thermometer placed in the window could be used to indicate the highest daily record. Appropriate cuts might be introduced in the advertising to carry the idea still further, by emphasizing certain items in the sections devoted to each department.

* * *

Richard Hall & Son, Peterborough, recently conducted a twenty-four day event. The time was divided so as to admit of the featuring of some one leader for three days at a time, and in this way all of the important departments were given prominence.

The same store, during a Summer Fair, held in the Armories at Peterborough, fitted up two magnificent rooms, demonstrating in a very striking way the capabilities of their housefurnishing department.

* * *

Not a few stores are now adopting the plan of giving permanent position in their advertising to a space for news about special service features, information about new goods and answers to queries by customers. The T. Eaton Co., Toronto, for example, have been conducting a column under the heading, "You were enquiring" in which they reply in very interesting way to questions asked by patrons regarding styles, housefurnishings, cooking, etc. Other headings for such a department are:—"On the side," "Store Sidelights," "Questions and Answers," "Just what I wanted to know," "Did you know this?" etc. The amount of space required for this kind of information need not be large. A half-column wide and 6 to 10 inches long should be sufficient and it can always be made interesting to customers.

Supplemented Regular Advertising

How to get the most out of advertising is the problem that confronts every merchant at all times of the year. At Easter, Thanksgiving Day, Christmas or other occasions, thousands of dollars can be turned to the credit of a business, or against it, as the case may be; by a step in the right or in the wrong direction. With this fact in view, The John Murphy Company, Montreal, worked out a mode of publicity that gave very gratifying results.

They are liberal users of space in the dailies, but in addition to this, the desire last Christmas was to attract attention by supplementary methods. Consequently, the use of special circulars was resorted to during the month of December. These circulars were full-page announcements, dealing with handkerchiefs in one case, and gloves and hosiery in another. The circulars were fully illustrated and described, with prices, colors, sizes, etc.

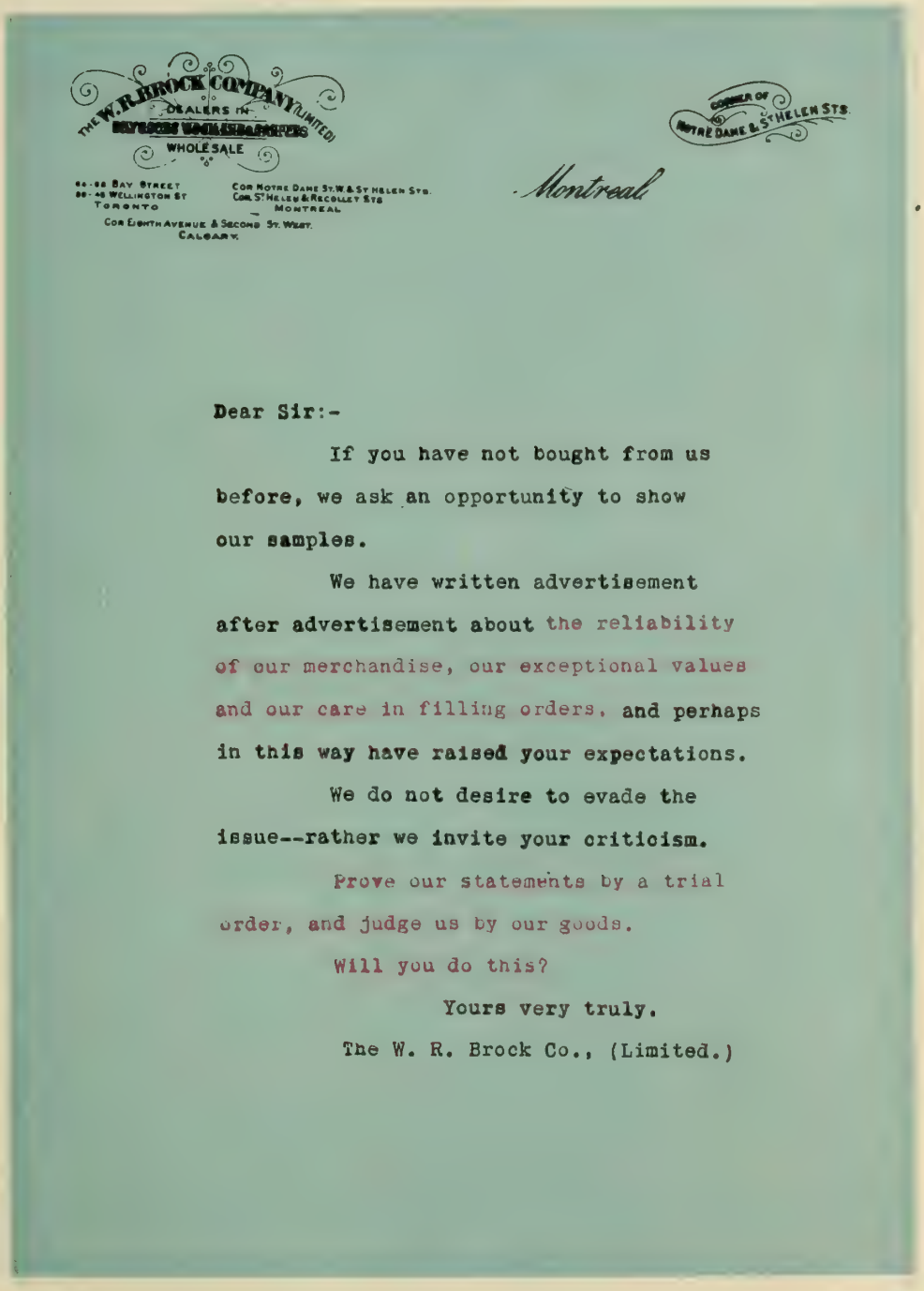
After designing the circulars, the next thing to think about was the method by which they could be distributed so as to give maximum results. They could either be mailed, distributed from house to house, or given out in each parcel that left the store. After some consideration it was decided to do the distributing through parcels that were sent out, as there appeared to be several good arguments in favor of this method.

It was considered that many of the circulars sent through the mail, never reached the persons for whom they were meant. Or even if they did, very little attention was given to this class of mail. But on the other hand, if each parcel contained one of the circulars, there were strong probabilities of it reaching the person for whom it was intended. It arrived with the goods purchased, and at a time when the customer was ready to pay attention to anything relating to the store from which the parcel came. In this way, the maximum of attention was secured at a minimum of expense.

Each parcel wrapper was given a bundle of the circulars, with instructions to enclose one in each parcel. This method was followed in the distribution of both the handkerchief, glove and hosiery circulars. In addition to this, there were 1,000 glove and hosiery circulars distributed by mail.

The result was very marked in each case. The handkerchief department showed largely increased gains; and in the glove and hosiery departments, the sales were nearly doubled. This is proof of the reliability of such a method of advertising by supplementary use of circulars, booklets, etc.

This method could be used to good advantage at various festive occasions, such as Easter, Thanksgiving, etc., as well as at other times, according to the local conditions of each district.



THE W. R. BROCK COMPANY (LIMITED)
DEALERS IN
DRY GOODS, WOOLLENS & MANTLES
WHOLESALE

68-88 Bay Street
86-48 Wellington St
Toronto

Cor Notre Dame St. W & St. Helen Sts.
Cor. St. Helen & Recollet Sts
Montreal

Cor Eighth Avenue & Second St. West.
Calgary.

CORNER OF NOTRE DAME & ST. HELEN STS.

Montreal

Dear Sir:-

If you have not bought from us before, we ask an opportunity to show our samples.

We have written advertisement after advertisement about the reliability of our merchandise, our exceptional values and our care in filling orders, and perhaps in this way have raised your expectations.

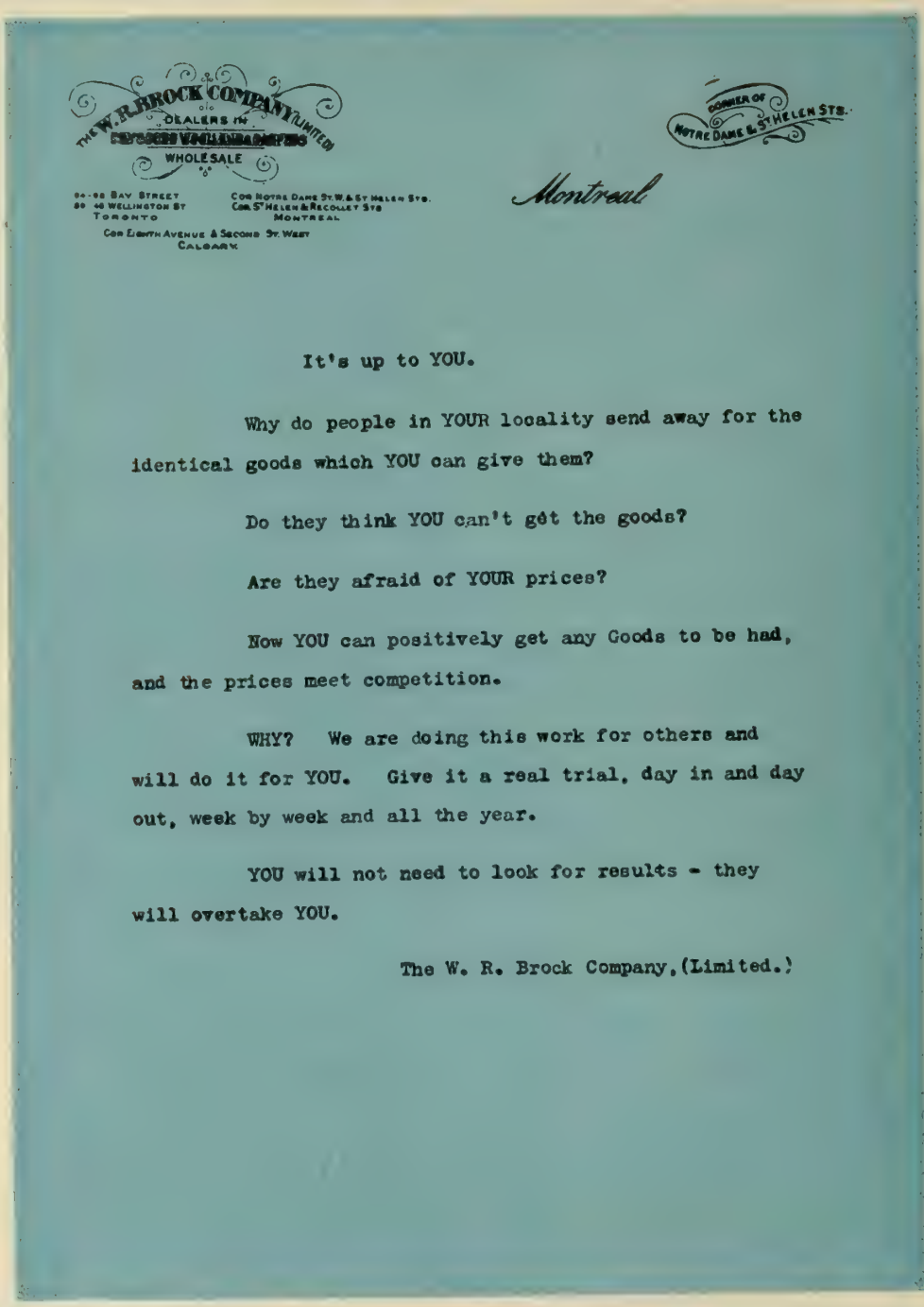
We do not desire to evade the issue--rather we invite your criticism.

Prove our statements by a trial order, and judge us by our goods.

Will you do this?

Yours very truly.

The W. R. Brock Co., (Limited.)



THE W. R. BROCK COMPANY LIMITED
DEALERS IN
WHOLESALE

94-98 Bay Street, Toronto
88-40 Wellington St
Cor Notre Dame St W & St Helen Sts.
Cor St Helen & Recollet Sts
Montreal
Cor Eighth Avenue & Second St. West
Calgary

Corner of Notre Dame & St Helen Sts.

Montreal

It's up to YOU.

Why do people in YOUR locality send away for the identical goods which YOU can give them?

Do they think YOU can't get the goods?

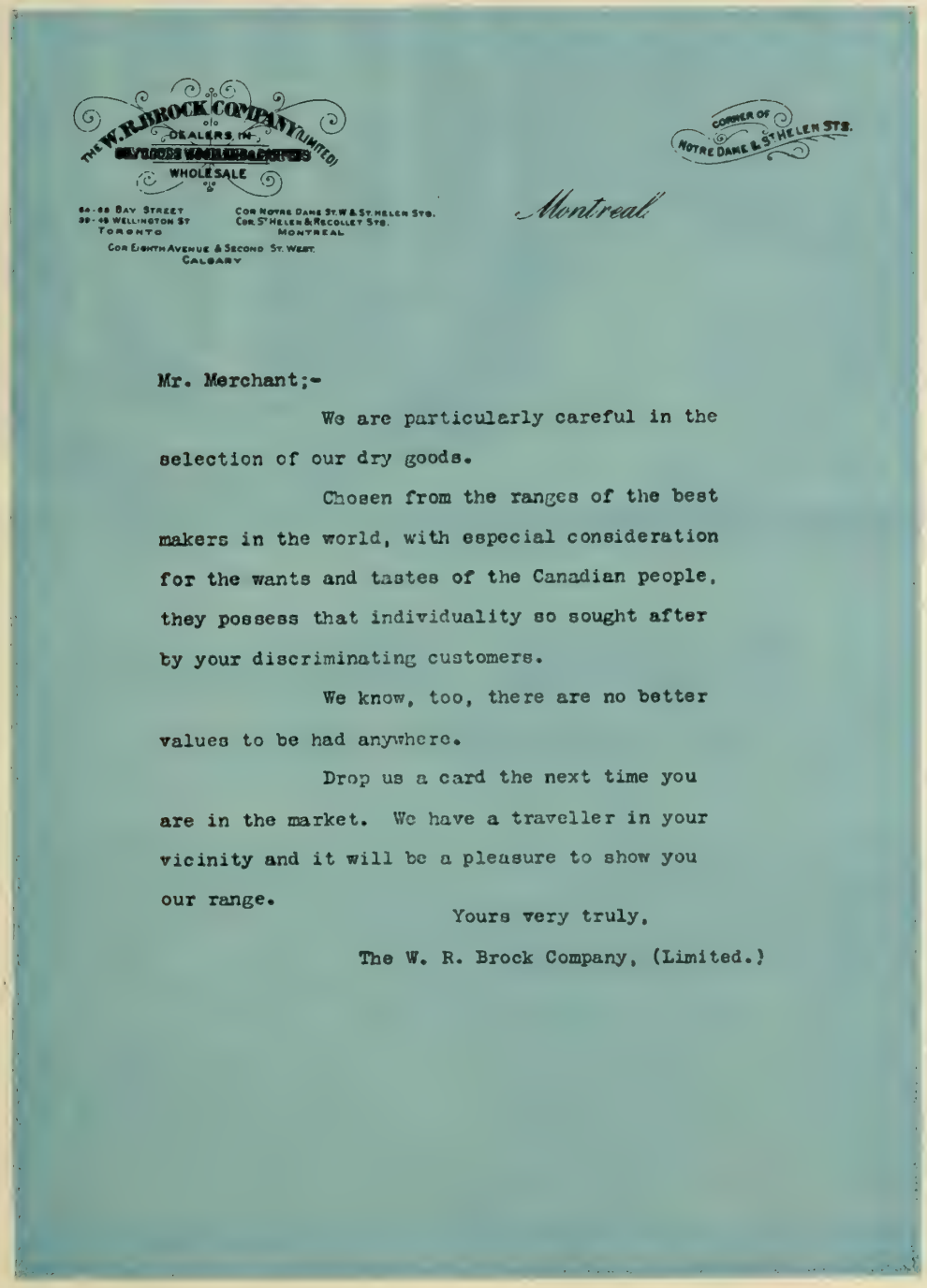
Are they afraid of YOUR prices?

Now YOU can positively get any Goods to be had, and the prices meet competition.

WHY? We are doing this work for others and will do it for YOU. Give it a real trial, day in and day out, week by week and all the year.

YOU will not need to look for results - they will overtake YOU.

The W. R. Brock Company, (Limited.)



Mr. Merchant;-

We are particularly careful in the selection of our dry goods.

Chosen from the ranges of the best makers in the world, with especial consideration for the wants and tastes of the Canadian people, they possess that individuality so sought after by your discriminating customers.

We know, too, there are no better values to be had anywhere.

Drop us a card the next time you are in the market. We have a traveller in your vicinity and it will be a pleasure to show you our range.

Yours very truly,

The W. R. Brock Company, (Limited.)



English Mohairs

For the Fashions of Every Day

English Mohairs guaranteed by the B. D. A. are in style all the while.

They lend themselves to every change of cut or drape or color with supreme practicability.

Take the styles of any day, ***every*** day—THIS day—

Mohair models from Paris show the new Panier effects—the new skirt plaiting and other advanced ideas in drape and style.

These models demonstrate Mohairs' successful interpretation of advanced ideas, just as their every-day uses prove their more practical qualities.

English Mohairs shed dust and defy moisture, do not crease or crumple, but retain the ever-fresh beauty of the new material.

ENGLISH MOHAIRS
Guaranteed by the B. D. A.

Come in all the latest weaves and colors.

Sell and satisfy in all seasons.

"Staple merchandise with style value."

The Bradford Dyers' Association Ltd.

Bradford, England

Advertising men requiring illustrations or suggestions for advertising English Mohairs should address B. D. A. American Bureau, 235 West 39th Street, New York.

FALL KNIT GOODS

In Women's Wear Department

We Aim

To have extra special values at all the marked prices.
To keep our stock up through season.
To forward your orders with the least possible delay.

Sweater Coats

In all combination of colors and styles.
Women's to retail from $1.00 to $7.00 each.
Children's to retail from .50 to $2.00 each.

Underwear

Drawers to match all lines.
Combinations in all sizes and styles.
Exceptional values to retail at 25c., 35c., 50c., 75c., and $1.00 each. Special price in case lots.

Hosiery

See samples of our specials in case lots of 20 dozen assorted sizes.
Our "Lama" brand to retail at 25c. a pair cannot be beaten at the price.



John M. Garland, Son & Co.

Ottawa, Canada

"It's Pleasantly Profitable to Be a Member of the Home Pattern Family"

So writes a merchant who's been with us since the day the first gun was fired. Here's his letter:

Philadelphia, Pa., March 11, 1912.

"Home Journal Patterns stand for Progressiveness, satisfaction and trade building in all departments. We connected with a 'live wire' from the Home Office about six years ago when we were handling the ———— and oh, my! what a difference. *Sales increasing* 100 *per cent.*——*increased enthusiasm* 100 *per cent.*——*safe, sure and gentlemanly treatment* 500 *per cent.*——*ease of mind and conserved nerve force a thousand fold.* It is pleasantly profitable to be one of the 'Home Pattern Family.'"

CHAS. W. SHELMIRE.

Nor is Mr. Shelmire alone in his opinion. We've on file over seven hundred letters from representative American merchants, all telling the same story, and all dated later than February 1, 1912.

These are fresh from the firing line--written in response to our request for a frank expression of opinion regarding pattern conditions, and are interesting because of their cheery optimism. Quite a contrast from the days when the old pattern ring ruled.

Scattered among the "Bouquets" were a few "Brickbats," which we were glad to receive, but these were adjusted immediately, to the satisfaction of both sides.

Now, the best judge of a product is the man who sells it. His testimony is unprejudiced. He's only interested in his ability to sell it. So these letters are the best possible proof the quality of our service.

They've resulted because we're not only interested in selling a merchant a pattern contract, but in helping him sell patterns. We spent $75,000 on this helping-hand **service** during 1911.

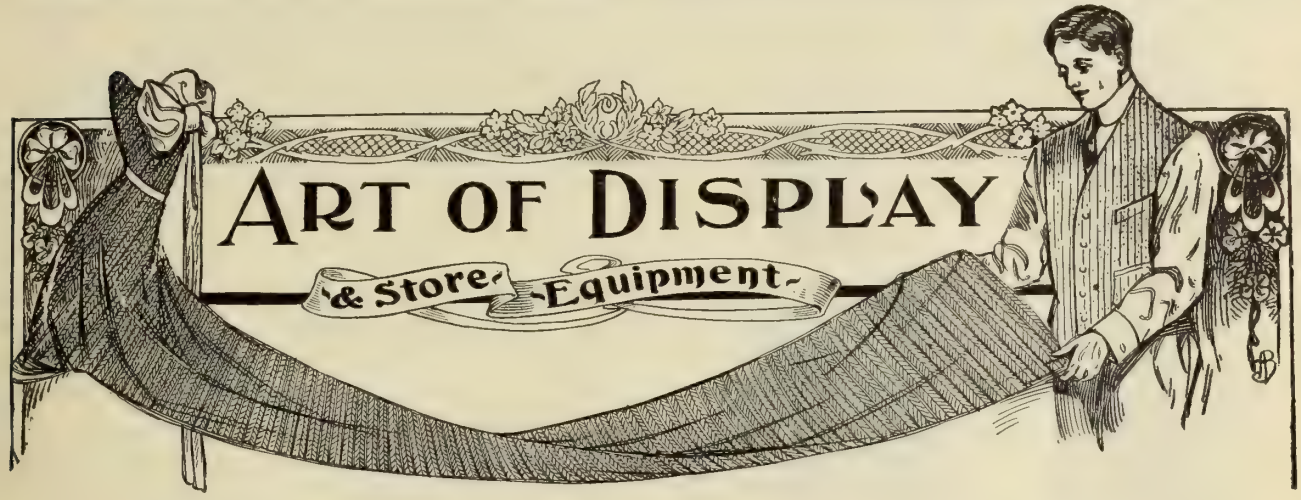
If your pattern department isn't "delivering" send us an "S.O.S." We're not in the free furniture, free sheets and fancy contract game, but we've the "ginger" that will start your department on the road to prosperity.

Write to-day for our booklet, "Sell Two Patterns Where You Now Sell One."

THE HOME PATTERN COMPANY

615 West 43rd Street, New York

The Review is the Official Organ of the Window Trimmers' Association



Schedule of events that will lead up to preliminary showing of Fall goods — Clearances in the different departments so that new stocks will not be handicapped by left-overs — Season of aggressive merchandising continues up to middle of August — Then for bright introductory displays

AUGUST business is a combination of complete clearance of summery lines throughout the store and initial Fall showings in several departments. The event of the month is the August semi-annual furniture sale, while around the merchandising scheme devoted to this and advance season novelties, clearing lines are given equal showings.

OPENING FALL DISPLAYS.

Trimmers attempt complete clearance and to swing departments into shape to start Fall business as early as possible, without losing any sales incidental to Summer holidays and outings. The events of real importance in August to help arouse interest are Civic Holiday, opening displays of Fall suitings and early millinery, preliminary sales of furs and where stores have Wednesday or Thursday holidays, a continuation of half-day sales.

Price windows in close succession are advisable to handle clearances, rid surplus stock in every department and prolong the Summer season. For the first half of the month windows to keep up interest will include clearance quantities or special job purchases of dresses, coats, waists, hosiery, embroideries, wash goods, sunshades, underwear, shirts, mats and mattings.

No trouble need be found to secure inducements for half-day sales, as numbers of counter-soiled or broken lines, which take up more room than their value justifies, make good leaders. Efforts are made to clear these out of the way in 15 days. Factory clearances of shirts, blouses, whitewear and underwear are also to hand, where stock and turnover allow for fair quantities. The scheme leads to a final clearance of remnants. All lengths, 10 yards or less, are cut up, put on a sale table and moved out. Just at this time remnants make a successful half-day sale leader and poorer remnants are put in a window and given at half price, as an attraction to bring out the crowds. No special displays are expected and remnants like many other lines are less desirable than the room occupied.

CLEAN UP SEASON ON TIME.

As a precaution, each department is considered separately with clearance in view and the smaller the lot the cheaper the price. Business will resolve itself so that final prices and windows will clean up the season on time. Each section's schedules apply in different ways. Odd lengths and light weights of dress goods and silks are given one more display this season, just before Civic holiday. This includes any lines likely to conflict or that do not fit in with Fall shipments just coming in. All lines of silks, the balance of discarded lines and finish of counter clearances, are placed on sale at the limit of reduction, 25c yard, if not sold before at a better price, and quantities are not too large.

Wash goods sections are divided into two classes —goods to go and staple lines or fabrics likely to be required for evening wear in Winter, concerts, parties, etc., or that will be good next year. This is a safe guide to use in finishing the season and laying out clearing lots.

FOUR PRICES NECESSARY.

If departments are to be cleaned by August 15th, any lines not sold by this time are not likely to sell



Pannier drapes on mermaid forms with and without arm effect, suggesting different length panniers. Black taffeta and exclusive 7-yard ends of bordered silk at $15 the piece are used in making these difficult drapes. The applied arm is made of cheesecloth and reinforced cardboard and covered with lace to match the yoke.—By E. G. Meadows, with McLaren & Co., St. Catharines.

unless some special prices are quoted. About four prices are necessary—the balance of repps, mattings, diagonals and linens at half price, muslins and foulards, those lines there is no use keeping, at 12½c; ginghams in short lengths and off patterns clean up at 7½c, and any odd shades and lengths in ducks, galateas, or drills finish at 10½c yard. Finally, a grouping of left-overs that have to go is made, clearing, if necessary at 7½c and 5 c yard for the last Saturday of the season.

In glove, hosiery and accessories departments, some quick clearance leaders will reduce these sections to a minimum. Odd summery neckwear cleans up at 19c. Hosiery and gloves, colors and qualities, odd lots with only two or three pairs of a kind, probably values up to 40c pair, fit in to make a 19c window. Cheaper lines always sell at 3 for 25c. Embroidery remnants are half price for the last week of the season and it may be necessary to put on a display of the balance of flouncings and frontings for a clean-up of shorter lengths.

Boxes of laces at 3c yard, 2 yards for 5c or 25c dozen reduce this stocks if short lengths are also measured up and sold for the last of the month at half price. Odd lots of ribbons at half price, wash baby ribbons by the bolt and short lengths, cut and placed in 5 and 10c boxes, leave ribbon stocks depleted and ready for Fall shipments.



Holiday season display of fancy goods by H. Gagnon, for Goodwin's, Limited, Montreal. Articles are so arranged as to avoid crowding and give each piece effective location. The show card held in a bracket read "Our fancy goods department on the main floor is an interesting place for the donor of gifts.



FROM JONES BROS. & COMPANY, LIMITED, TORONTO

EDITORIAL

The number of business houses which have equipped or are now equipping their stores is very significant. Everything points to the fact that "Business is good."

Storekeepers are generally learning that in the matter of competition, it is more important to have their stores present an attractive appearance, their windows artistically trimmed and their goods carefully displayed, than to sell at moderate prices.

The purchasing public will prefer always to patronize a store which looks good in every way and where the goods are of even quality even if they pay a little more for them. On the other hand how many of the customers of the class which you are always glad to welcome in your store do you know of going from choice into places looking like junk shops?

Good fixtures pay for themselves in a short time and are therefore an investment instead of an expense.

The best and latest store equipments in Canada are furnished by Jones Bros. & Co., Limited, who are always willing to give enquirers the benefit of their wide experience.

THE LATEST SHOW CASE



THE WINNIPEG

The best value for the money ever offered. An elegant show case at a remarkably low figure.

Same design as the Crystal Winnipeg, but with wood frame and special glass. Top polished plate glass in one piece, overlaid. Front and ends drawn D.S.A. glass (front in one piece up to six-foot lengths). Sliding mirror doors. Two plate glass shelves on nickel adjustable brackets. Shipped knocked down.

New standard dimensions, 40 inches high, 24 inches deep, any length; 6 and 8-foot lengths carried in stock.

Prices f.o.b. Toronto or Hamilton, 5 feet or over, $9.00 per foot.

Delivered Prices, Freight Prepaid:

	6-ft.	8-ft.
F.O.B. Vancouver, B.C.	$68.40	$91.20
F.O.B. points in Alberta and Saskatchewan	64.80	86.40
F.O.B. points in Manitoba, Maritime Provinces and Northern Ontario	61.20	81.60
F.O.B. points in Southern Ontario and Quebec	57.60	76.80

All the above prices are subject to a discount of 5 per cent. for spot cash.

Send for illustrated catalogue and supplement.

Jones Bros. & Company, Ltd.
STORE FITTERS
29-31 Adelaide Street West, - Toronto

NEWS ITEMS

All the show cases used on the Made-in-Canada Exhibition car which left Toronto on May 18th, for the North-West Provinces were furnished by Jones Bros. & Co., Limited.

The new styles of show cases recently introduced by Jones Bros. & Co., Limited, are being well received by storekeepers. They are expected to become warm, general favorites.

Batts' Extension Carriers are the best slides ever devised for men's suits and overcoats. With Batts' Hangers they are great economizers of space, time and condition. No Gents' Outfitters can afford to be without them.

The number of new departmental stores being equipped in Western cities and towns indicates in what direction the wind blows. Like everything else which our Western brothers undertake they believe in doing it well.

The Head Salesman of Jones Bros. & Co., Limited, is at this writing making one of his periodical visits to New York, Chicago and other American cities to see what are the newest ideas there in store fixtures and show cases.

Are you interested in show cases? If so, be sure and send for Jones Bros.' Catalogue if you have not already done so.



GEORGE J. COWAN

Who will give a stereopticon lecture on Show Window Trimming and Construction at the C.W.T.A. Convention.

Fancy parasols are divided into four lots; children's at 25c each and other lines at 49c, 79c, 98c, $1.29 or $1.98, or higher price novelties half price. No exceptions are made so as to avoid sending any to reserve.

PREPARING THE READY-TO-WEAR SECTION.

In ready-to-wear sections values are apt to be quite different from those at the opening of the season. Departments are undergoing a quick change. As Fall goods are brought forward all summery dresses are quoted at leader odd prices. Fitting in with this semi-annual blouse sales, factory and stock clearances add splendidly to the season's turnover. Prices ranging 33c, 53c, 73c, 93c, $1.23 or $1.93, or lots quoted at 69c, 98c, $1.39 and $1.98 make it possible to leave stock clean up itself, as assortments are moved back or run for a last Wednesday half-day or Saturday leader.

Sales for final clearance give wash coats, suits, skirts and everything of a summery nature a last run to clean them out. Soiled whitewear goes at half price and a final offering of Summer undervests at 9c finishes the season in that section.

Carpet department tactics are undergoing a change and merchants are giving more attention to early Fall business in connection with August furniture sales. Window display of one fits as part of the other. Many customers, who do not renovate their homes in Spring but leave refurnishing until after the holidays are interested in homefurnishings earlier than heretofore. Clearance is necessary in Summer lines, hammocks, screens, cushion covers, and any odd curtains or short lengths of carpets left, but these are now secondary to introducing Fall merchandise.

PLANNING FOR FALL.

Stocks are clean all round by this time and heads of departments free to plan and arrange for Fall. While many instances are found where cost is overlooked in the stress of clearance, ultimate results are alright. With clean, new stocks things look better and timely now.

STRIKING DISPLAYS OF NEW GOODS.

During the following week, Fall ready-to-wear is featured to anticipate demands of exhibition travelers. First showings of suits in novelty numbers and natty early weight coats and sweater coats contain enough interest in themselves in giving a proper index to the season's selections as to make special decorations unnecessary. Simple cards denoting style features, fabrics and favorite shades with examples of style deviation are all that are necessary.

Carpet departments need one or two displays. First, Fall announcements are made, without being hampered by leftovers.

By August 15th Fall opening windows are decided and preliminary work done in planning backgrounds and color schemes. Windows are cleaned and repainted, carpets and floors renovated, new fixtures made and old ones repaired so as to avoid delays in the rush of opening. Changes in department location and window schedules are made now to save time later.

Dress goods for Fall are shown with the bands left on, just as they arrive, in showing the quantity of first shipments. This display is accompanied by a first style announcement, as a conclusive version of correct fabric and color favorites. Early windows include well-arranged groupings of exclusive suitings, reversibles, worsteds, serges, tweeds and coatings in brown, tans, navy, wine, green and gray. Furs are used to give a seasonable touch. White felt outing hats and ready-to-wear millinery complete inviting trims for prospective customers. Tickets stating reopening dates of dressmaking departments are of new Fall goods and to start the August linoleum sale. Blankets, comforters and heavier bedding are shown and in demand by Summer campers and cottagers for cool evenings. Such trims are preliminary to announcements of readiness in all departments for Fall.

Keeping in touch with new goods as they arrive and are placed into stock is a great assistance later. Every trimmer wants to improve his department this Fall season and as usual there will be numerous ways to do so.

LIVEN UP YOUR WINDOW TRIMS

THE popularity of artificial flowers and foliage for window and interior decorations is fast increasing. Get in line for your midsummer and fall trims.



WE carry a very fine stock of artificial floral decorations which will interest every trimmer. Our prices are right, and shipments are prompt.

No. 298—THE HAZELNUT SPRAY, made with nuts and foliage—Autumn leaves—Size 30 inches long. Price, $9.75 per doz.



No. 0109—THISTLE SPRAY, made in five colors, red, green, lavender, tan or white. Price, $5.00 per doz.



No. 503—CHRYSANTHEMUM SPRAY, made in any colors of flowers and beautiful Autumn leaves, size 30 inches long. Price, $2.75 each.



No. 0110—FOXTAIL BRANCH, made in green or yellow. Price, $5.00 per doz.

Write for our catalogue and order your trims now. No order is too large or too small.

THE CANADIAN FLOWER MANUFACTURING COMPANY

198 ST. PAUL STREET, MONTREAL

C.W.T.A. MEN WHO ARE DOING THINGS

"IN handling the advertising appropriation, I always make sure that the windows get their share, for, if as it is freely admitted, the show window is the retail merchant's best advertisement why not devote a reasonable amount to this medium — Results warrant the expenditure."

—E. A. Wilson, decorator and adman for Glanvilles, Ltd., Calgary.

WITH all due respect to the determination of employers to retain, at any reasonable cost, the services of the young man who is now making good in presenting attractive displays of merchandise, the ambition of many such window decorators and ad.-men is to go West and identify themselves with some of the large stores there. Of course, there are many things that might induce them to change their minds between the time of their first introduction to the display windows and that point where they consider themselves skilled. Good decorators are scarce and probably it is safe to say, after all, that no part of the country offers greater opportunities than another.

However, here is a subject more or less to the point. When Ernie A. Wilson entered one of the leading stores in Peterborough eleven years ago as parcel boy he was asked if he thought he could make a success of the business. Just why he chose dry goods he was not certain, but he replied that he was sure he could attain success in it, and this is probably one reason why he followed it up.

He has succeeded. As window trimmer, ad.-man and card-writer for Glanvilles, Limited, Calgary, he has reached a high point in his purpose. His work demonstrates his ability not only to give his merchandise an effective staging, but also to describe it in a striking manner on paper, whether it be an opening calling for more aesthetic treatment, or whether it be a merchandising event demanding a practical, purse-compelling array of special facts. Photos, cards and advertisement specimens here reproduced, demonstrate that he has his department well in hand.

Mr. Wilson's experiences in the Peterborough store do not long identify him with the delivery service. From parcel boy he went to one of the less important departments as assistant, and from there gradually worked his way through the various other departments until he was promoted to head of the dress goods and silks section.

"At this time," he states, "all the store decorating was done at night, and as I had shown considerable interest in this particular line, I had an opportunity to assist the trimmer. The work appealed to me and I decided to make a study of it so that when an opportunity came I should be competent.

"Noting that trimmers who could write show cards were usually given preference, and in many instances drew larger salaries, I took a course of instruction in this branch, practising in the evenings



E. A. WILSON

Advertising manager, window decorator and card writer for Glanville's, Limited, Calgary.

when not engaged in window work. Show card writing did not come to me easily. I often felt like giving it up, but after months of practice I mastered the art to the extent of writing a fairly attractive card.

"I was given the opportunity to write the cards for the store. My mind was fully made up now to break away from the counter entirely. I had been advised of a window dressing school in Chicago and arranged to go there for instruction. Here my ideas

(Continued on page 56)



Dale and Pearsall WAX FIGURES

Wax figures are to-day one of the main mediums of display. The public generally are attracted more to a garment shown on a wax figure than on the headless form. The styles are shown to better advantage and sales are made more readily. "D. and P." wax figures are life-like and are guaranteed to give perfect satisfaction.



Drapery Forms

This is the "Empire" drapery form draped in correct style showing the fabric to good advantage and bringing out the style tendencies Price of form $3.00.

Our drapery forms are always up-to-the-minute.



Blouse Forms

The blouse form cannot be over-estimated. It's value as a seller is limited only to the prominence you give it.

No firm should have less than a dozen or more and every one will pay for itself. We make all the best styles.

DALE & PEARSALL

106 Front Street East -:- TORONTO



TWO windows by E. A. Wilson for Glanville's, Limited, Calgary. The idea carried out in the upper window was that of a Japanese garden with wall and series of gateways, etc. The paintings were of Japanese scenes, giving distance effect. The wall was shaded from ecru to cream and sawdust was used to get desired stone effect. Note the pergola suggestion, on parts of the wall, over which Japanese wistaria was trailed, also the almond blossoms on branches growing over the wall and the Japanese air plant in the crevices. Pillars were 2 feet square and balance in proportion. Balls on top of 5 other pillars were made of wire and tissue paper, with apple blossoms pasted closely together all over them. Colors form the chief beauty of such a window. The scenic colors were developed in the tones of the balance of the decorations,—green, mauve and pink. The bottom window is a display of millinery and exclusive garments, with permanent background relieved by panels with pilaster, wreath and initial design, and balustrade twined with flowers.





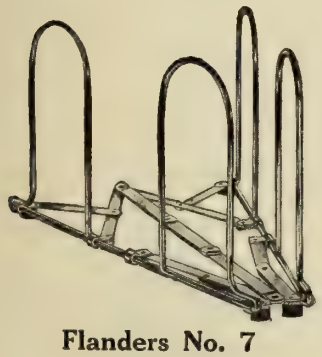
No. 3

This shows the rack adjusted to suit neckwear.



No. 4

Trimmings and other carded goods may be displayed, as well as Ladies' Hand Bags.



Flanders No. 7

The new "Flanders No. 7" adjusts to any shape.



No. 2—10 in. high

The shirt size—note the neat appearance of stock.

Selling is made Easy by Using

SCHILLING

ADJUSTABLE

DISPLAY RACKS

IS it not human nature for the salespeople behind the counter to show the new instead of the old stock?

By this method the old as well as the new is shown and your stock is always clean.

The "Schilling" idea is to keep your stock, (not in boxes) but in display racks either on the shelf, in the case or on the counter.

When one or two of these racks are brought down the customer has full swing in making a choice.

Doesn't this idea appeal to you? Write for our catalogue.

A. F. FLANDERS MFG. CO.,

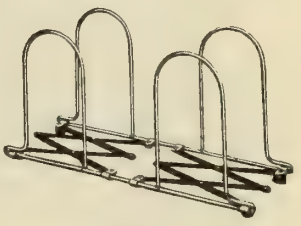
Bridgeburg - Ontario

(Dept. E.)



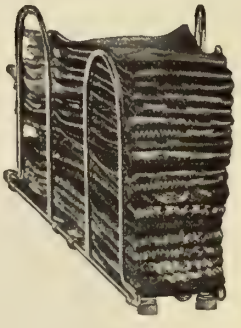
No. 3

Showing fancy hose ready for easy choice.



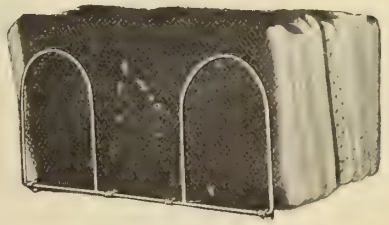
No. 3

Note the construction. It is easily adjusted to suit requirements.



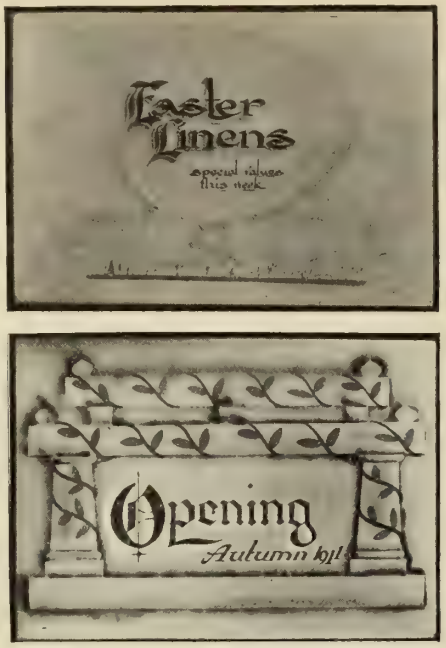
Flanders No. 7

"Flanders No. 7" adjusts to suit wide end neckwear — note the empty rack opposite.



No. 2—8 in. high

The ideal way to show veilings, keeps them neat and handy.



Two cards by E. A. Wilson, showing effective use of airbrush to work out appropriate designs. In top card egg and rabbit outline was done by airbrush.

C.W.T.A. Men Who are Doing Things

(Concluded from page 52)

of display were considerably widened, both by the instruction I received in the school and the hundreds of beautiful windows to be seen on State Street, the work of the foremost trimmers in America.



Opening advt. by E. A. Wilson for Glanville's, Ltd., Calgary. This was in the nature of a "follow up" in connection with display of exclusive garments on living models.

"My first real opportunity to display my ability was in our Spring Opening Display. This was the first important display I had attempted alone. I don't think I have ever worked harder than when preparing and placing this trim, and the success which attended my efforts was very gratifying.

"About six months later I resigned this position to accept a similar one in North Bay in a store that was about to open. My most important displays here were the formal opening and Xmas trims, the latter windows winning first prize with this journal.

"I did not think the field here sufficiently large to develop any ability I might possess, so again I changed, coming to my present position a little over

Don't Miss Koerber's Programme

Jerome A. Koerber, window trimmer for Strawbridge & Clothier, Philadelphia, Pa., has forwarded his programme for the Canadian Window Trimmers' Convention in August. There is probably no decorator in the United States who stands higher in his art than Mr. Koerber, and in representing one of the half-dozen stores in the world that are noted for fine merchandise, beautiful windows and interiors, the opportunity to hear him discuss modern methods as applied to the art of displaying merchandise should not be missed by any man engaged in that work. Mr. Koerber will deliver two addresses, in which he will deal with the following topics:

1—The secret of success in window dressing and commercial decorating.

2—Demonstrations of draping.

3—Proper handling of merchandise.

4—Instruction of up-to-date draping of dress fabrics, etc.

5—Making of various designs of fabrics, such as bow knots, rosettes, ribbon bows, etc.

6—A lecture with lantern slides, which will cover a wide variety and will include every class of merchandise carried by up-to-date department stores, and will be divided in five sections, as follows:

1—A comprehensive lecture on draping of dress fabrics.

2—A lecture of haberdashery and men's wear.

3—A lecture on women's and children's wearing apparel.

4—Home furnishings such as upholstery, furniture, etc.

5—A lecture on interior and exterior decorations.

In connection with the above lecture, I wish to call your attention that it will be necessary for me to have a machine and an operator which will have to be furnished by you. It will consume about two hours, and ought to be on the same day or after.

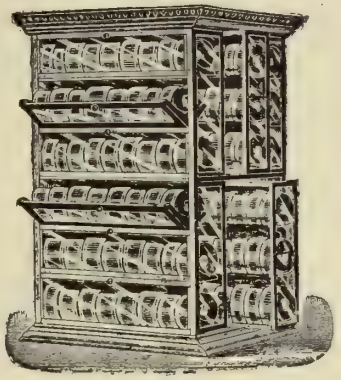
In connection with his lectures and demonstrations, Mr. Koerber will also put on display what is considered by the best authorities the finest collections of windows and miscellaneous drawings, sketches, etc., of decorations executed by himself.

Profitable Display Demands Practical Fixtures



No. 2—Practical Ribbon Cabinet

Practical Ribbon Cabinets Made in Eight Sizes



No. 3—Practical Ribbon Cabinet

Holding From 50 to 700 Bolts of Ribbon

PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¼x38	325	23 00
5	28¾x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x42¾x43½	700	42 00

MADE OF OAK



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs hose.

Practical Hosiery Racks

Made of steel, nickel plated. ¶ Slip the stocking in the spring pair by pair. Place the spring in the frame at the top of the rack. ¶ A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.

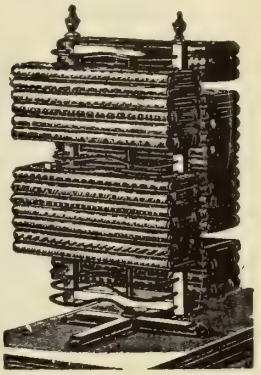
No. 1—34 inches high, 16 inches wide. Has four springs. Capacity 72 pairs hose. $5.75.

No. 2—34 inches high, 17 inches wide. Has eight springs. Capacity 120 pairs hose, $6.75.

Practical Piece Goods Fixtures

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds forty pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

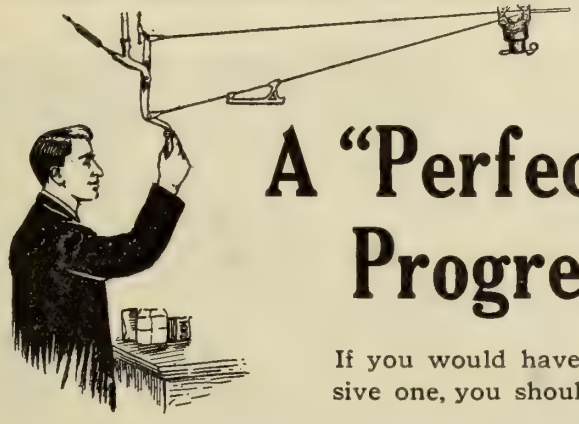
Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50.
Practical Floor Fixture, height 5 feet. Price, $7.50.



Counter Fixture.

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y. 2360



A "Perfect" System For Progressive Stores

If you would have your store known as a progressive one, you should instal a "PERFECT" system of

Cash and Parcel Carriers

This system never fails to do its work quickly and accurately. It works smoothly and is a great convenience for your customers. By giving a quick service, you will get the cream of the trade of your town.

Be Progressive and Write for Particulars

Hamilton Brass Mfg. Co., Limited - Hamilton, Ontario

Montreal Office, 327 Craig Street West

Stereopticon Lectures on Window Trimming and Construction

One of the outstanding features of the Canadian Window Trimmers' Convention in August will be the stereopticon lecture on window trimming and show window trimming construction, by George J. Cowan, vice-president of the Koester School of Window Dressing, and editor of the Dry Goods Reporter, window trimming monthly. If the programme for the convention contained no other feature this lecture would well repay any window trimmer for his attendance. Over half of the slides will be new ones that Mr. Cowan will get up for this particular convention, and will be composed of examples of window trimming from practically all countries on the globe.

This will be probably the most interesting and most helpful lecture on this subject ever gotten up, as Mr. Cowan has been lecturing upon it for the last eight years, giving his talks before advertising clubs, retailers' meetings, commercial associations and window trimmers' conventions, and this Fall will deliver a lecture before the salesmen of the National Cash Register Co., of Dayton, Ohio.

Mr. Cowan has probably had more extensive experience in the window trimming field than any other individual in this country. He trimmed windows for over 15 years, and for the past eight years has been connected with publishing a window trimming journal, window trimming books, and the teaching of window trimming itself.

Not only has he had actual experience in all branches of the work, but he has come in touch with the best window trimmers in the world, and this alone gives him much valuable information that makes excellent subject matter for his talks.

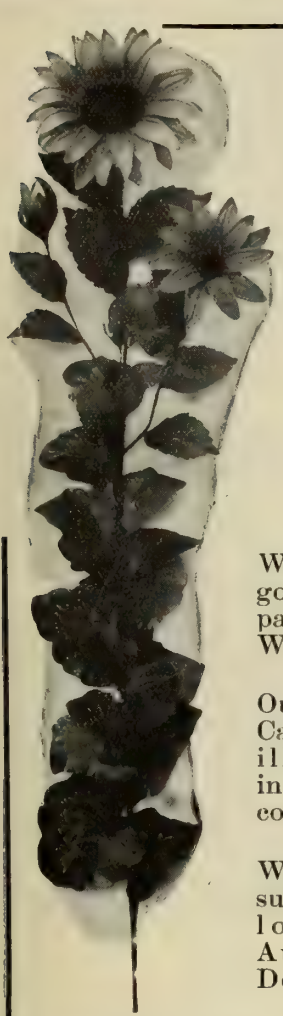
two years ago, taking full charge of the advertising and decorating. It is the largest exclusive dry goods store in Western Canada.

"We have seven large show windows with a total frontage of 155 feet. These I change twice each week. I find I can obtain the best results from advertising, by using the windows in conjunction with the newspaper ads.

"A well dressed window is bound to attract and I never lose sight of this fact even when special sales are the order of the day. I find it pays to take a little more time and dress the window.



Display of fur coats, muffs and stoles by C. H. G. McKerns, for Pryce-Jones (Canada) Limited. This is a simple, but effective background done in panels with foliage sprays, the idea being to throw the garments out in strong relief.



Fall Decorations

Our catalogue will help you to plan your Fall opening.

Largest and most complete line ever shown in the world. Our Factory and Showrooms occupy over 26,000 square feet of space.

We ship goods to all parts of the World.

Our Fall Catalogue is illustrated in natural colors.

We also issue a Catalogue on Automobile Decorating, showing a number of Machines decorated.

It is yours for the asking.

We supply the Window and Interior Decorations used by:
Marshall Field & Co.
Chas. A. Stevens & Bros.
Mandel Bros. of Chicago and most all of the larger and better stores all over the United States and Canada.



Send for our Catalogue to-day

L. BAUMANN & CO.

Largest Importers and Manufacturers

357-359 W. Chicago Ave., CHICAGO, - ILL.

YOUR WINDOWS

as seen by the passing public reflect the character of your store. The first impression they make is very often a lasting one. YOU naturally want them to look their best. This cannot be brought about unless you have the proper foundation to build on.

With an outfit of Delfosse & Co.'s Forms, Wax Figures and Fixtures you can make the displays that will attract and create a desire to own—the first step toward any sale.

Write for our catalogue, it is free.



324L. Fine wax head, mounted on a 1912 model bust, small hips, jointed arms and wax hands, extension foot and skirt, **$23.00.**

254. Fine French wax head, mounted on a 1912 model, small hips, jointed arms, indestructible hands, extension foot and skirt, **$30.00.**

Extra Fine French head, large wax bust with half arms, new 1912 model, extension foot and skirt, **$39.00 & $45.00.**

1010. Fine full bust wax figure, wax arms and hands, **$45.00.**

1100. Extra fine quality French wax full bust figure, wax arms and hands, very fine head, **$65.00 & $75.00.**

DELFOSSE & CO.

Office and Sample rooms, 247-249 Craig St. West.

Factory, 1-3-5-7 Hermine Street. MONTREAL

Trim (E)—Designed for the Taylor Mfg. Company

The adaptability to any sort of shirt display work is plainly shown by this illustration. Here you see the kite-shaped shirt stands, also the diamond-shaped shirt stand in the centre. The kite-shaped stands are used tilting, while the diamond is used vertical. This will suggest other trims equally as effective from the selling point of view and you must admit that this trim is certainly very pleasing to the eye.

Change Your Windows as Often as You Can



Descriptions and Prices of Fixtures Used in Trim (E)

Finishes Fumed Oak and the New Black and White in Stock

UNIT NO. 50.

1 18-in. Rigid Tilting Shirt Stand	$1.25
2 Cane Holders, 50c ea.	1.00
1 Rectangular Slab, 12x22	1.25
1 No. 300 Pedestal, 12 in. high	1.50
1 Adjustable Tilting Kite-shaped Shirt Stand	1.75
Total	$6.75

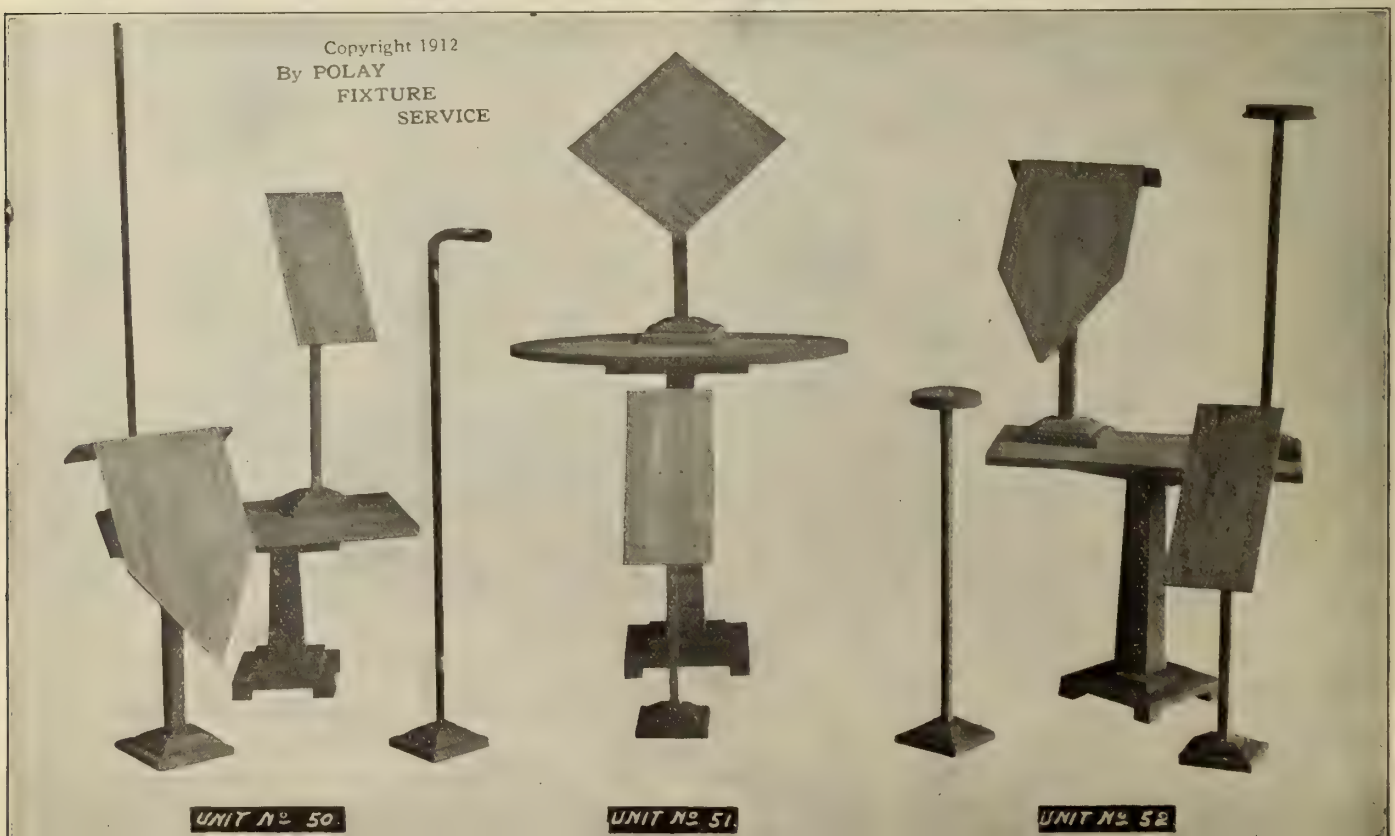
UNIT NO. 51.

1 Adjustable Tilting Shirt Stand	$1.75
1 Oval Slab	1.50
1 No. 300 Pedestal, 24 in. high	2.25
1 Rigid Tilting Shirt Stand	1.25
Total	$6.75

COMPLETE SET, $21.00.

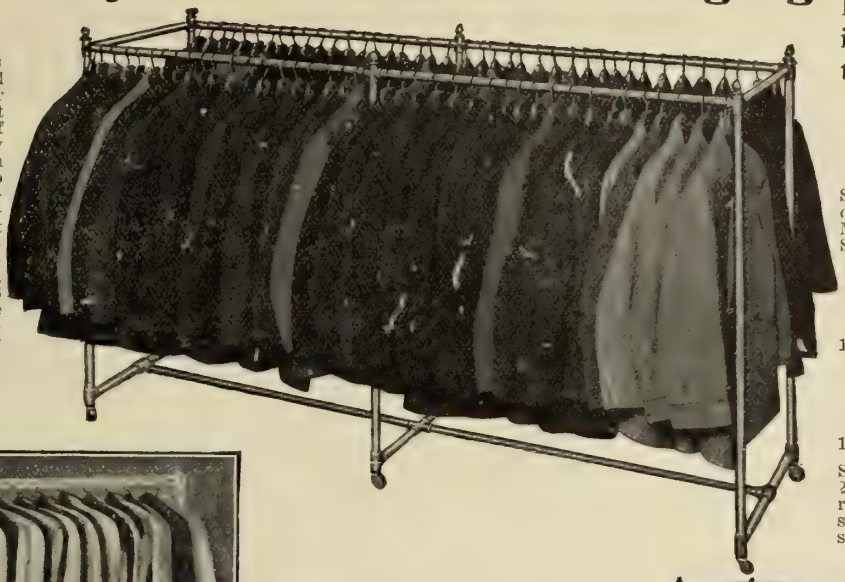
UNIT NO. 52.

1 Adjustable Tilting Kit-shaped Shirt Stand	$1.75
1 Rectangular Slab, 12x22	1.25
1 No. 300 Pedestal, 18 in. high	1.75
2 24-in. Collar Stands, 85c ea.	1.70
1 18-in. Rigid Tilting Shirt Stand	1.25
Total	$7.70



The Taylor-System of Garment Hanging

THE TAYLOR Bar-Steel Tube Rack System has not only revolutionized the method and manner of hanging clothing, but has cut the expense of the high-priced fancy clothing cabinets. Where a merchant can afford to spend his money for fancy fixtures, clothing cabinets may be O.K., but where a man wants SYSTEM, concentration, protection, and neatness, TAYLOR TUBE RACKS are best. Some of the largest clothiers in Canada and the U. S. are using our racks with great success. Send us an order. You will be pleased.



Dispenses With High Priced Clothing Cabinets for they serve the same purpose.

Model A

Double Bar-Polished Steel Tube Racks.

Shipped Knocked Down—and require no tools to set them up. Mounted on the famous Ball Socket Rollers.

Net Prices, F.O.B. Factory.

6 feet long, 4 posts .....$ 9.00
6 feet long, 6 posts 10.50
8 feet long, 6 posts 11.50
10 feet long, 6 posts 12.50

OXIDIZED STEEL TUBING.

6 feet long, 6 posts $13.00
8 feet long, 6 posts 14.00
10 feet long, 6 posts 15.00

Suit Racks stand 5 feet high and 26 inches wide. The Overcoat racks and Ladies' Garment racks stand 6 feet high. Same price as suit rack.



Single Rack, Model D.

Extra Heavy Overcoat and Ladies' Suit Rack

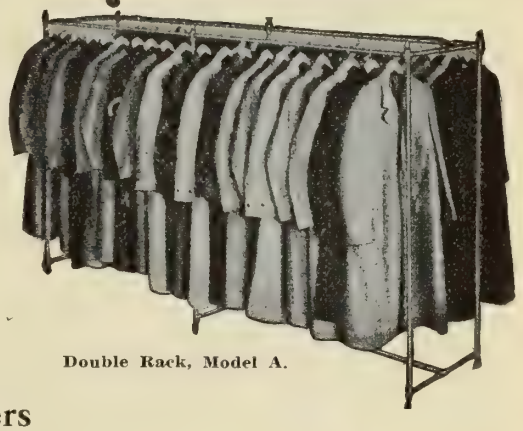
Single Bar

Made of 1½ inch polished steel tubing, gilt fittings, ball socket rollers.

6 feet long, 2 posts .....$.8.00
8 feet long, 3 posts 9.00
10 feet long, 3 posts 10.00

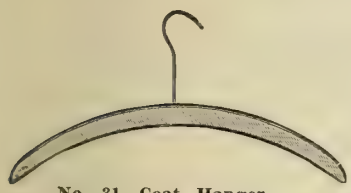
Made of 1½ in. Oxidized Tubing

6 feet long, 2 posts $10.00
8 feet long, 3 posts 11.00
10 feet long, 3 posts 12.00

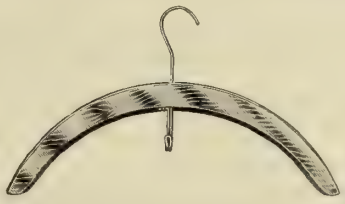


Double Rack, Model A.

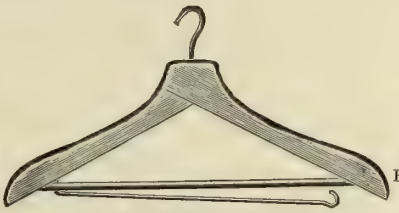
Correct Garment Hangers



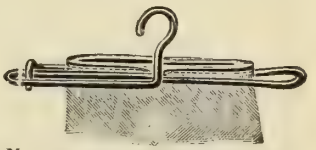
No. 31—Coat Hanger.
Smooth hand buff, wax finish, per 100 .....$3.50



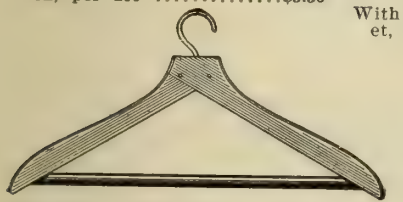
No. 25—Skirt Hanger.
With hook to skirt at placket, per 100 .....$6.00



No. 54—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100.....$10.00

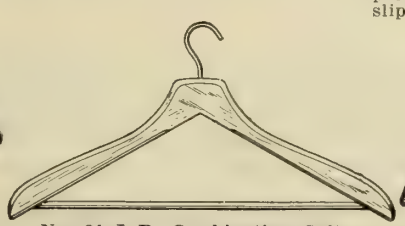


No. 90—Wire Skirt Hanger.
Holds skirt folded as shown, per 100 .....$4.00

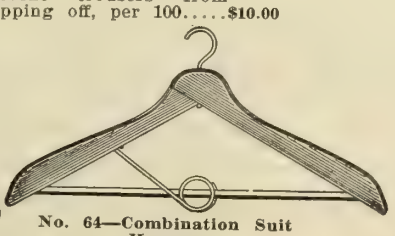


No. 33 I B—Combination Suit Hanger.

Per 100 .....$7.50
No. 33, same without bar, per 100 .....$6.50
No. 33. B. Boys, 15 inches wide, per 100 .....$7.50
No. 39. B. Overcoat, 20 in. wide, per 100 .....$8.50
No. 39. Overcoat hanger without bar, per 100 .....$7.50

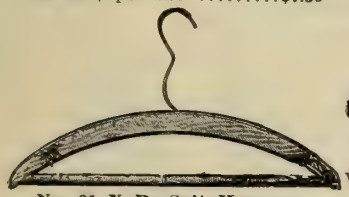


No. 34 I B—Combination Suit Hanger.
Inserted trouser bar, per 100.$8.00

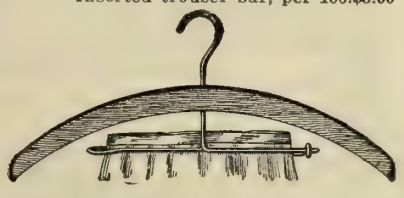


No. 64—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100 .....$9.00
No. 64—Boys. 15 in. Same price.

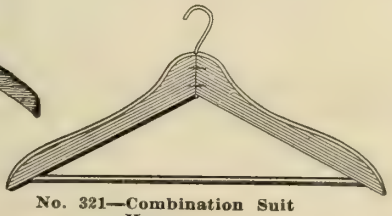
We are the Largest Dealers in Hangers in Canada



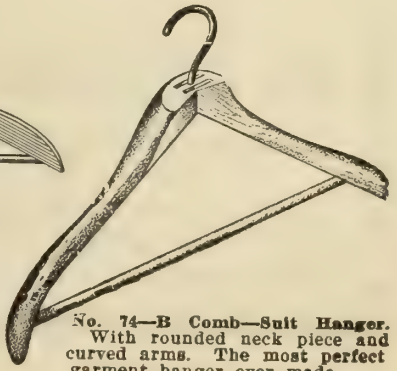
No. 31 X B—Suit Hanger.
With tacked trouser bar, per 100 .....$5.00



No. 92—Ladies' Combination Suit Hanger.
With wire attachment to hold skirt, per 100.....$6.00



No. 321—Combination Suit Hanger.
With inserted bar, per 100.$5.00



No. 74—B Comb—Suit Hanger.
With rounded neck piece and curved arms. The most perfect garment hanger ever made.
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We would be pleased to have you call on us when in the city. Address all communications to the new address.

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How to Make Show Cases Sell More Goods

It is difficult to determine the exact ratio between light and sales, but careful data from many stores proves conclusively that well-lighted show cases mean greatly increased sales.

Here are some of the points that must be considered in order to correctly illuminate a show case:

The reflector should be as small as possible so as to be inconspicuous. It must be made in one continuous piece so that there is no break in the straight lines of the case, and should match the woodwork or be finished in harmony with it.



Show Cases in Saks & Co. Store, N.Y., Lighted with J-M Linolite.

The choice of lamp is most important. The J-M Linolite Lamp, on account of its small diameter and peculiar shape, is particularly adapted to show-case lighting. Both the distribution of light and the size of the reflector can be better controlled than with any other lamp.

Reflectors should be of correct design and the best materials and workmanship. There is over half a century of experience behind

FRINK REFLECTORS

Poorly constructed reflectors are somewhat cheaper, but result in the tearing apart of the reflector itself or the lamps gradually sagging. Maintenance, not first cost, should determine choice of show-case reflectors. The use of unit sections should be avoided—they spoil the appearance of a case, and the uneven heating of the glass leads to heavy loss from breakage.

Reflectors should make allowance for the cleaning of the plate glass. All of our designs allow ample space to clean the glass, so that show cases can be kept free from dust.

Our Illuminating Engineering Department can furnish estimates promptly on receipt of plans and detailed information.

WRITE OUR NEAREST BRANCH AS TO YOUR REQUIREMENTS.

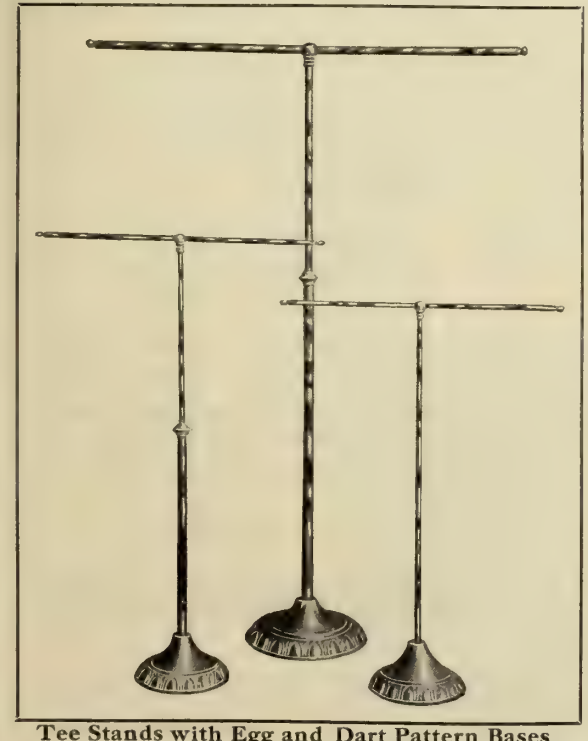
THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Manufacturers of Asbestos and Magnesia Products TRADE ASBESTOS MARK *Asbestos Roofings, Packings, Electrical Supplies, Etc.* 1588

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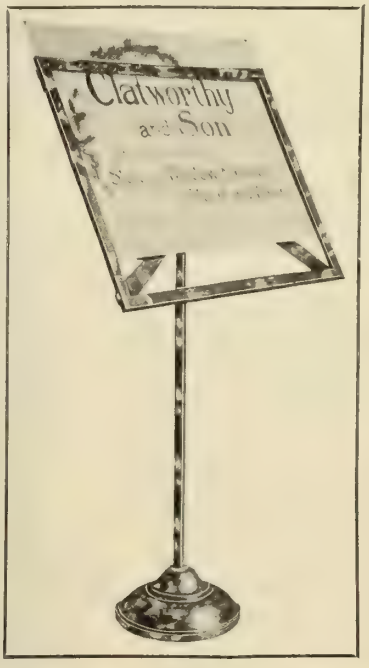
for Fall Display



Tee Stands with Egg and Dart Pattern Bases

Remember:—We make a complete line of store and window fixtures. Metal Fixtures, Triplicate Mirrors, Forms and Wax Figures, Double Bar Economy Clothing Racks, Garment Hangers, Window Dividers, Pedestals etc.

Send for our catalogue or call and see us when in Toronto, at 161 King St. W., 2 doors east of the Princess Theatre.



The most effective Card Holder for window use.

CLATWORTHY & SON LTD., 161 King St. W., Toronto, Ont.

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OUR FIXTURES ARE THE BEST, OUR PRICES ARE THE LOWEST. A TRIAL ORDER WILL CONVINCE YOU. SEND FOR OUR 1912 CATALOGUE.



No. 100

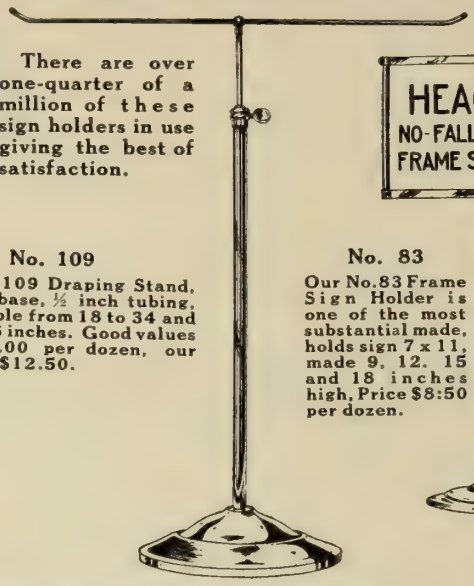
Our No. 100 Handy Sign Holder, 2½, 4 and 6 inches high $1.50 per dozen.



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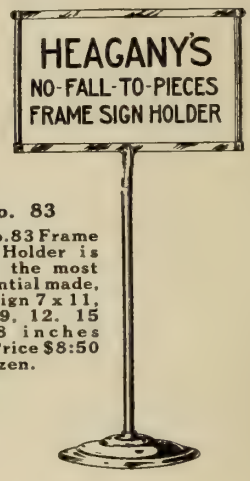
Our No. 106 Ideal Sign Holder, 8, 10 and 12 incnes high $2.25 per dozen.

There are over one-quarter of a million of these sign holders in use giving the best of satisfaction.



No. 109

Our No. 109 Draping Stand, 7 inch base, ½ inch tubing, adjustable from 18 to 34 and 24 to 46 inches. Good values at $15.00 per dozen, our price is $12.50.



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Our No. 83 Frame Sign Holder is one of the most substantial made, holds sign 7 x 11, made 9, 12, 15 and 18 inches high, Price $8:50 per dozen.

Our fixtures are finished in nickel, gun metal, oxidize and brush brass. Every fixture is guaranteed to give perfect satisfaction.

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are featured in the draping course taught by practical instruction at the

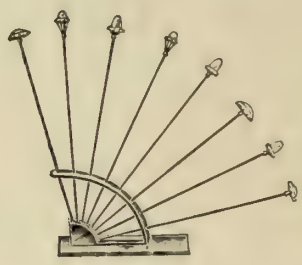
KOESTER SCHOOL

and more are being added. The best way to hold your work down-to-date is, take a short course and learn this and other new styles of draping. Write for the next date for starting classes. Address

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NO. 282K
HAT PIN STAND

A very pleasing little novelty for your fancy goods, notions or jewelry department. Holds the pins securely and shows their individual merits to perfection. Well made of metal, light and strong. Practical, Inexpensive.

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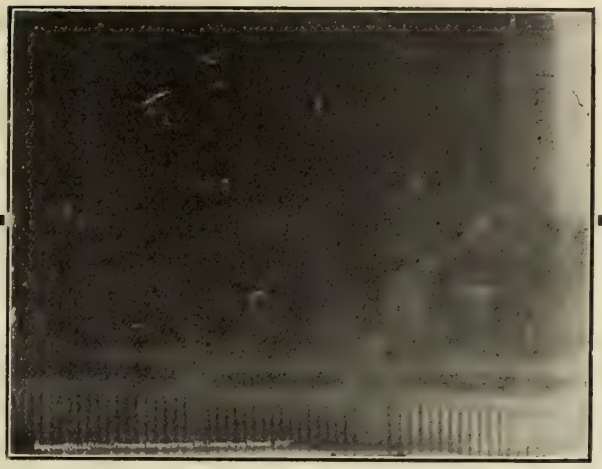
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Factory: 89-91 W. 3rd Street, New York



Showing Office BEFORE Luxfer Prisms were installed.

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THE OLD WAY

By the old method of lighting, the store was only lighted in spots, and the salespeople in showing colored dress goods were forced to seek the doorway or the space below the skylight to show the customer the true shades of the goods. Anything but satisfactory is the old way, but you can overcome it by using "LUXFER PRISMS"—the new satisfactory way.

OR THE NEW

With the installation of "Luxfer Prisms" in your store front, rear windows and skylights you will find the solution to your lighting problem fully solved. The "Prisms" throw the light at any angle desired into your store, lighting up the remote corners and giving perfect daylight for showing goods. Is this not better than the old method?

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When you consider the price you pay for artificial light and the unsatisfactory results obtained by its use, "Luxfer Prisms," if they cost twice the price they do, would be the cheapest method of daytime lighting. They are easily installed and cost nothing for maintenance.

WRITE FOR OUR BOOKLET TO-DAY.

LUXFER PRISM COMPANY

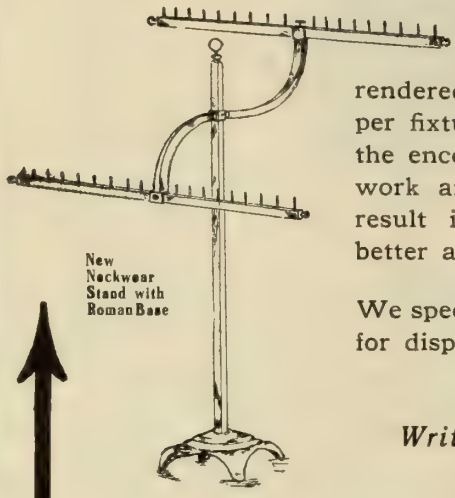
TORONTO **MONTREAL**



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"He is a Splendid Window-Trimmer but he has Poor Fixtures to Work with?"



This has often been said and in truth too, for too many window displays are to-day spoiled and rendered ineffective through lack of proper fixtures. Give your window trimmer the encouragement necessary to do better work and you will be surprised at the result in nearly every case. Give him better and more fixtures.

We specialize in metal fixtures of all kinds for display purposes.



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TORONTO BRASS MFG. COMPANY

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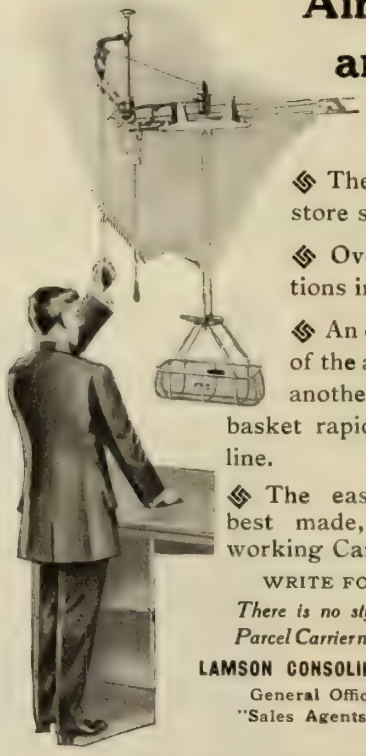
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The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

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Air-Line Cash and Package Carriers



- The result of thirty years' store service experience.
- Over fifty thousand stations in America alone.
- An easy single movement of the arm raises the basket; another movement drives the basket rapidly over the longest line.
- The easiest-to-operate, the best made, best-finished, best working Carriers of its type.

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There is no style or type of Cash or Parcel Carrier not made by LAMSON.

LAMSON CONSOLIDATED STORE SERVICE CO.
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"Sales Agents in Principal Cities"

SERVICE

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Canada's Fixture House

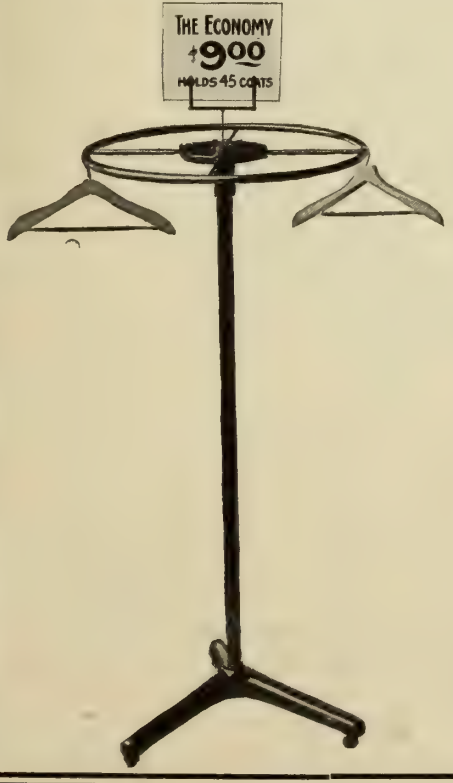
SOME EXCLUSIVE WAX FIGURES FOR YOUR FALL OPENING DISPLAYS

Our Wax Figures are as Natural as Life in Pose and Expression



Specialties. Novelties and Staples in Forms, Wax Figures and Racks

The "Economy" Coat Rack Revolves



The "Economy" is an economizer of floor space, an economizer of time and labor. This rack has a 30-inch ring, which holds forty-five coats and revolves freely on a steel shaft, has four steel arms and stands firmly on its base, though garments are removed from the one side. It also is easily moved when heavily loaded, having heavy ball bearing castoi.

The top, unlike most revolving racks, is flat, thus eliminating an obstruction to the view of your department. Price, $9.00.

We make all kinds of display fixtures and drapery forms.



We are Selling Agents for
Schilling Adjustable Display Racks
See Ad. Page 55.

Write for Prices

A. S. Richardson & Co.

99 Ontario Street - TORONTO



House Furnishings

Due largely to increased cost of production following labor troubles which affected help, fuel and deliveries, English carpet manufacturers have advanced prices four pence per yard on certain lines.

How individuality in decorative treatment has helped the drapery and wall paper departments — New effects for Fall — Shadow cloths favored for Georgian windows, also for bedrooms and furniture slips — Tapestries for Fall — The new wall papers — The making of a lambrequin

THE greatest factor making for the success of the drapery department to-day is the individuality which is finding expression in interior decorations of all kinds. While for elaborate drawing rooms, a period treatment may be preferred, there is a demand for more unassuming effects in every room. It was not so ten years ago. Walls, draperies, curtains showed a much more elaborate treatment, and as the range of materials was then more limited and more costly, and as money was scarcer the more profitable patronage for the drapery section was not so generally distributed. Neither was there the same originality in draping, and for this and other reasons, the demand was not so exacting upon the designer. The specialist in complete interior effects has gradually come in contact with a wider sphere of usefulness, and of late years the call for something different in almost every order has been notable. For this purpose many materials are available. At the present time marked favor is being shown for shadow cloths made of silk and linen, not only for windows in Georgian treatment, but also for bedrooms in competition with chintzes, and as slip coverings for furniture in working out a harmonious whole. These cloths are used with plainer net curtains and are not only very effective because of the rich colorings, but because they are sufficiently transparent to offer no serious problems to the diffusion of light in a room. This is a point which decorators to-day have to contend with, as many houses are so constricted that the rooms to be cheerful require a treatment that shall be in keeping.

While velours, velvets, crinkled cloths in shot effects, and the various coarse weaves on the order of Monk's cloth are still in great use with wide, rich, applied embroiderings, it is predicted that the coming Fall season will see a marked development in favor of tapestry cloths. These should be very effective for draperies in connection with the very plain wall decorations that are increasingly favored for living room, den or dining room.

Greens are exceptionally popular, but some decorators are endeavoring to bring about a change to other colors such as browns, tans, bronzes and other quite as effective combinations. In this they have a very strong argument that the universal use of greens suggests something more original. Should tapestries develop the strength prophesied for them, they should give distinctive place to the soft wood tints, which will assist the decorator greatly in working out the striking two and three-tone effects representing a predominating note at the present time.

Plain scrims with fancy striped borders, scrims with cross checks, and with lace-like insertions, plain-colored scrims and plain with colored stripes from a quality as sheer as voile up to a grade heavy enough for arts and crafts interiors—is the description that is applied to some of the new curtain lines that are now making their appearance.

Among the attractive features in curtains might be mentioned a line of Brussels nets with designs in cameo-like units, the interstices of the fine net being filled with fine floral sprays, giving the effect of fine Brussels bands and edges on a body of plain net. The same line includes a very much heavier curtain in point de Milan effects. The principal feature of these curtains is the introduction of applique work decorated after the style of broderie Anglaise. They come in curtains, panes and yard goods, some with filet net insertions, others made up entirely of the regular net of the curtain.

The line of Irish points, always strong, is this

JOHN S. BROWN & SONS
LIMITED

Linen Manufacturers, Belfast, Ireland

CANADIAN WAREHOUSE
84 Wellington St. W., TORONTO

"SHAMROCK" LINENS

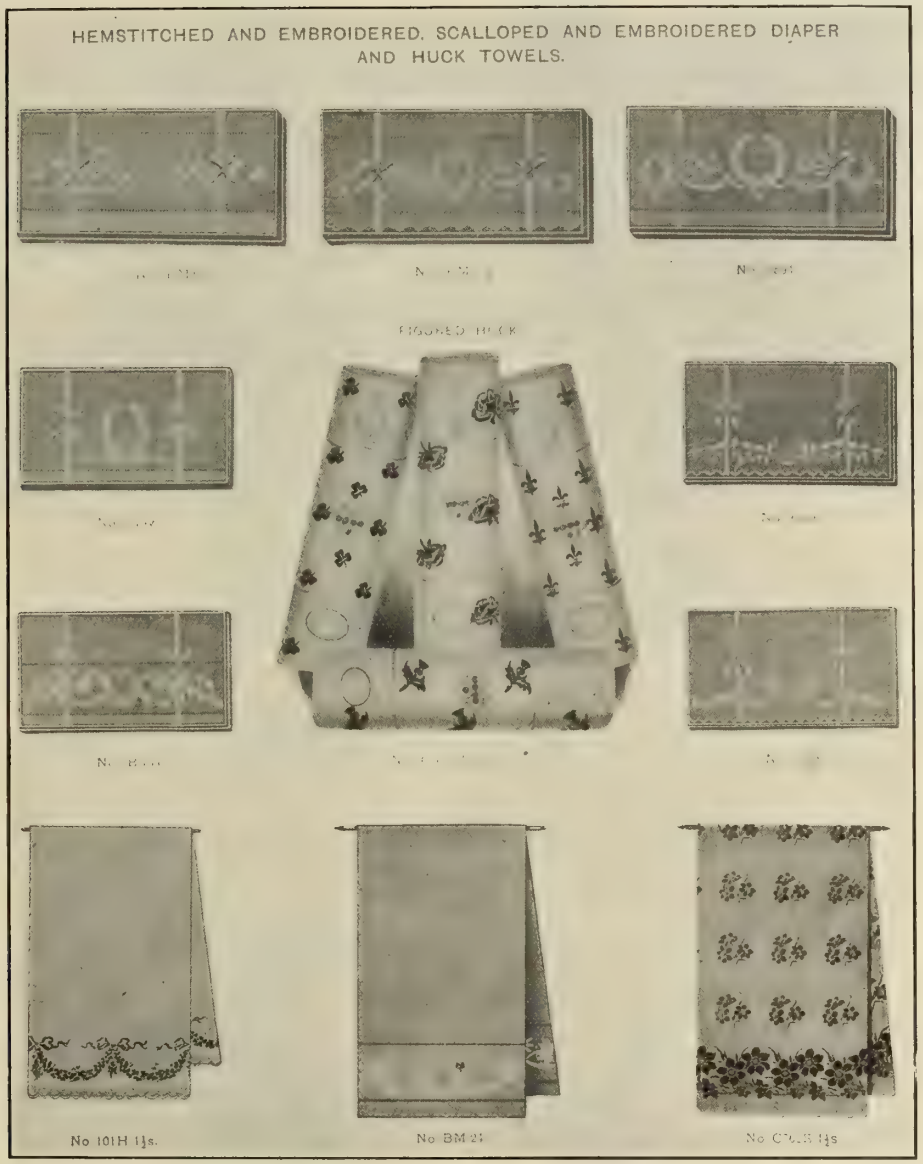
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Table Cloths

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One of the 42 Illustrated pages from our Canadian price list and catalog.

"SHAMROCK" LINENS

Stand for

Reliability Exclusiveness

Satisfaction

JOHN S. BROWN & SONS, Limited

84 Wellington Street West - - TORONTO

AN EFFECTIVE ROOM TREATMENT



One of two rooms decorated by Richard Hall & Son, Peterborough, for Summer Fair recently held in the Armouries there. This is a brown living room, the walls being in plain brown paper, with cut-out border.

Draperies — Plain brown velvet on door and window to floor; heavy net on windows to sill only. Note the arrangement of draperies and net curtains on window.

Furniture — Tan wicker, with linen taffeta upholstered backs and cushions in colors of old rose and brown on linen-colored ground.

Rug — Seamless Scotch axminster in shades of brown rose and natural linen.

Electric fixture in shades of amber and rose. Reading lamp to match on table.

Fibre veneer was used for a border around the rugs in the two rooms to represent pasquet flooring.

season considerably amplified by the introduction of several new numbers of a different character to that carried heretofore. Though frankly Irish points, some of the patterns are such that they simulate in character heavy hand-wrought lace. In others the cushion work is made conspicuous by extra padding so that it stands out with more than usual effect. Still another line shows coarse machine tambour sprays and flowers, the effect being produced by the use of a heavy thread, making a most substantial and effective curtain.

Advance in Carpet Prices

English manufacturers add fourpence per yard on certain lines — Increasing cost of production — Maker discusses political unrest in United States.

The recent advance of four pence per yard on Wilton, Axminster and Brussels squares by certain English manufacturers is a feature of the carpet market which was hardly unexpected. For some time now prices for the finished article in the English market have not been in proportion with the advances in raw materials, and the increased cost of production. The latter item has indeed been very materially affected by labor troubles in the Old Country which made not only help but fuel and deliveries a vexed problem.

The news that English manufacturers have at last advanced their lines is now followed by the hint that an advance on domestic lines is imminent. One manufacturer referring to this, attached some significance to the present political crisis in United States. Large retail departments on the other side he stated, were now running very low but as soon as political uncertainties were past, a demand would develop that would make for scarcity in raw material markets. For these reasons, he considered that retailer wise who made the most of present price opportunities.

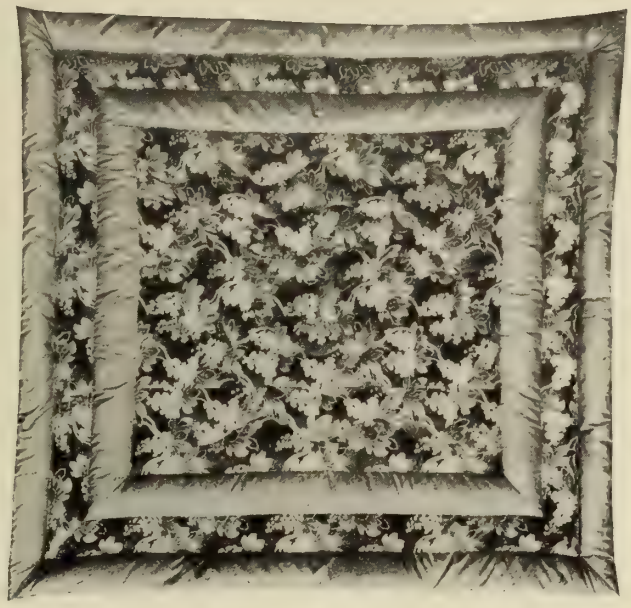
Spring lines are now being completed and assortments will show still greater elaboration of Oriental

Swan Brand

PILLOWS AND QUILTS

SOFT SPRINGY PILLOWS

Full and Sanitary



BEAUTIFUL DOWNY QUILTS

Dainty Patterns

A shipment of beautiful French Satins has just come in, and we are now showing them in the above style. The prettiest thing we have had for many months, and the price will make your bedding department take notice. You can't well afford to be without a few of these. **Send for a sample quilt.**

COTTON QUILTS in every grade, size and price. New Silkolines are just in. Try a sample half dozen. We can ship repeats on short notice.

DOWN QUILTS in sateen and cambric, from $2.75 to $10.00. Send for Sample Assortment.

The Toronto Feather & Down Co., Ltd.

"WHERE THE RELIABLE GOODS COME FROM"

Send for Price List and Catalogue

35 Britain Street, Toronto, Ont.

Montreal Agents: Hopwood & Bryant, 59 St. Peter St.

Let us Send You a Sample Assortment

COUNTESS.

21 x 27—$3.60.
22 x 28—$4.30
23 x 29—$5.00
Art Ticking.

SUPERIOR

20 x 26—$2.70
21 x 27—$3.20
22 x 28—$3.80
Art Ticking.
Above prices net.

Sample a few of these and be convinced.



DOMESTIC.

19 x 26—$1.80
20 x 27—$2.15
21 x 28—$2.50
Art Ticking.

CLIMAX.

18 x 25— .80
19 x 26—$1.00
20 x 27—$1.20
Art Ticking.
Above prices net.

No quills, no dust, full and springy.

patterns, wider adaptation of designs and colorings and closer attention to perfection of finish. At the same time, there are many beautiful productions in two-tone carpets. Art nouveau patterns also represent a series that have certainly come into favor not only for bedrooms, but also for dens, Summer homes or in fact, any scheme calling for light effects.

The New Spring Wallpapers

Fabric reproductions in embossed effects one of the many new features — Prominence given to leathers — Silk period papers — Demonstrating black background series — Panels boost sales.

Wallpaper manufacturers are now in the market with their Spring lines. Many new features are noted and indicate further development towards highest standards in the Canadian industry. Fabric reproductions are a strong note, linens, denims and grass cloths in embossed effects forming a notable series. Considerable prominence is given to leather papers in shot, or iridiscent and ooze finishes. Leather promises to be exceptionally good. It is evident, in discussing latest forms of decoration, that leading decorators intend making extensive use of leather effects since they lend themselves so satisfactorily to combinations with the draperies and curtains that are favored to-day. This tendency will give strong position to browns, tans and bronzes for dining rooms, living rooms and dens.

One of the most recent numbers in wallpaper, showing that wonderful soft coloring and rich ornamentation so necessary for period decorations is now being shown. The paper is made by steel roller embossing process, the effect produced so closely resembling silk that when applied to the wall, it requires more that a second glance to decide that it is anything but fabric. The colors, all in delicate two tones, come in a very wide range, and the designs run from the well-known silk ribbon treatment, plain or with mauve effects, to the more elaborate designs that are distinctively period. With draperies to match, papers on this order suggest their suitability for any revival of the high art form of interior decorating.

A novelty which has not yet been very cordially received, but for which a certain vogue has been predicted is that class of wallpaper showing decidely Oriental treatment on black grounds. While gold and black seem to be one of the leading combinations in this series, there are other treatments, such as black and white, introducing touches of color to accentuate floral patterns. These are for the most part on the Chinese or Japanese order. Though departments stocking this paper have been demonstrating it on screens for some time, it is regarded as a too decided change to meet with sudden Canadian vogue. A large, light, airy room would take this paper quite effectively, and one of the large Toronto stores intends showing a room so decorated at the coming National Exhibition.

The present favor for paneling treatment of walls is one that lends itself particularly well to demonstration in the department. Screens from three to five feet wide, and five feet high showing the effect of wall and border combinations are exceedingly suggestive and have been instrumental in making many sales. The paper used for this purpose cannot really be said to be wasted, as an effective panel should be considered much in the same light as a display fixture. So vivid are the forms of decoration now in



A pretty panel suggestion from the New Line of Wall Papers for 1913 manufactured by Stauntons, Limited, Toronto. The decoration here shown is composed of a self-toned stripe for the lower portion of the wall. The 9-inch border is cut out along the lower edge of the pattern, and is run below the card rail, down each wall at the corners of the room, along the base board and over the doors. Above the rail is a small trellis pattern in a similar shade to the lower paper, on which suitably-sized panels are formed, with the same border cut out on both sides of the ribbons and roses. A number of shades of the papers, with bright contrasting borders suitable for panelling, are shown.



IN ORIGINALITY, ART MERIT,

DECORATIVE SUGGESTION AND THE FINEST KIND OF COLOR PRINTING

OUR 1913 LINE

DISCOUNTS ANYTHING WE HAVE EVER EVEN ATTEMPTED. :: :: :: :: :: :: :: ::

THE DECORATOR WILL FIND A WIDE CHOICE IN NEW AND ATTRACTIVE MATERIAL, PANEL SUGGESTIONS, DECORATIONS, ETC., ETC., FOR HIS PROFITABLE USE. :: :: :: :: :: :: ::

THE DEALER WILL NOT FEEL COMPETITION IF HE FREELY STOCKS PATTERNS WHICH SHOULD PRACTICALLY SELL AT SIGHT. :: :: :: :: ::

BUT TALK IN PRINT IS COLD, OUR ARGUMENT IS

THE LINE ITSELF——SEE IT

THE WATSON-FOSTER CO., Ltd.

MONTREAL



Carpet room, third floor, Anderson Co., St. Thomas. See plan.

vogue, so eccentric are some of the individual ideas that made-up panels do not soon become useless, but the head of the department must guard against such a display becoming tiresome. Where the department is large enough it pays to demonstrate in this way. Panels, such as described, have been used for some time as window backgrounds, and it is here that the small dealer who has not space in his department can very easily arrange effective displays. A panel with a few pieces of furniture with curtains and drapes to match should form an attractive window. It costs but little and helps boost the department.

The Summer Linoleum Demand

Late season events in housefurnishings departments have not been without their influence in linoleum business, and coupled with the regular clearance schedules, is the noticeable demand for these goods for summer homes. The neater designs have been favored for this purpose, and when used in combination with mattings, they make a very acceptable floor covering. A favored treatment for cottage or bungalow floor is to apply a border of parquet or block pattern and to use a matting rug in the centre. When the floor is entirely covered with linoleum, the demand has been for the smaller rugs. Apart from this distinctively summer feature, considerable business is coming from small homes where printed and even the better grades of inlaid linoleums are being adopted in preference to hemp carpet. This has been a development in the larger towns and cities particularly. Conventional floral patterns have taken well in this class of trade.

Profit in Drape Designing

Field of activity that should be developed by home decorating departments — A striking illustration.

In this department is illustrated a window drapery by Warren Andrews, of the Anderson Co., St. Thomas, which embodies several good ideas, and serves to emphasize the opportunities there are in this class of work. The customer for whom the hanging was made had selected the material she wanted, and decided on an elaborate Louis XV. style.

It was an opportunity for the drapery department to demonstrate its ability to do a line of work in which local stores had not always been considered. Mr. Andrews measured the windows, but found, in doing so, that the hangings could not be made in the style chosen with the material selected without exceeding the price she was willing to pay.

"As the customer would not consent to using a cheaper material," states Mr. Andrews, "we asked her to let us submit a design of our own, which would not exceed her price. I made a drawing and gave her an estimate, which was satisfactory. We first sketched the window, which was a very large one, 6 ft. 6 in. wide by 8 ft. 4 in. high, then drew the design of hanging as it would appear when finished, the scale being ½-inch to 1 foot. The next move was to cut the material, care being taken to match the pattern and cut with as little waste as possible.

"A pattern was made from which to cut the flat valance, which was made on a buckram foundation to give it shape and form. The buckram was cut first,

THE HOME OF



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LINOLEUMS
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Handled by all the Wholesale Dry Goods Trade

MANUFACTURED BY

The Dominion Oil Cloth Co., Ltd.

MONTREAL

then laid on material and lining, allowing about one inch all around for turning in. Material was basted on buckram first, then lining, keeping the lining about ⅛-inch from edge all around, and care being taken not to stretch either too much, so as not to spoil the shape of valance. After basting was completed the valance was finished by blind stitching material and lining together.

The side hangings, after being cut, were stretched and tacked on table, edges being turned in about an inch all around, except at top, which was left straight, to be finished when tacked in place on supporting rod. The lining was then basted and stitched on. When finished they were pleated and stitched across the top to keep pleats in place, care being taken to pleat in such a way as not to lose the pattern in material.



Lambrequin and window drapery by Warren Andrews for the Anderson Co., St. Thomas.

"When all parts were completed, the edging was stitched on each piece separately; a thin slat the length of the width of lambrequin was covered with the lining, the festoon was tacked on first, then the side hangings and over them the valance pieces which are made in rights and lefts, drapery hooks were fastened to back of slat, then the lambrequin was hung up on brass pole and rings, cord and tassels adjusted and hanging completed.

"Two of these hangings were made exactly alike, requiring for both:—15½ yards silk moire rep, 50 inches wide; 15½ yards sateen lining, 50 inches wide; 18 yards edging; 3 yards buckram, 27 inches wide; 6 tassels, with 1 yard of cord on each. The charge for making was $10.

"The work when completed and hung was entirely satisfactory. The novice should not cut into expensive materials until he is sure of his ground. Any cheap goods will do to experiment on.

"Lambrequins of this style should only be used in large rooms with high ceilings.

"We would advise any decorator desirous of making up draperies of this order to purchase one of the numerous books on this line of work, which will give him full details and diagrams."

Fall Delivery Problem

Montreal, June 15, 1912.

"Deliveries are going to be extremely bad this Fall," remarked a prominent wholesale merchant to a representative of The Review.

"Why, this Fall, more than any other?" he was asked.

"Well, I figure it out this way," he replied. "The labor troubles in the Old Country have disturbed the Canadian buyers. They fear they cannot depend on getting their goods out here on time, and consequently, they are forced to rely on Canadian manufacturers. The manufacturers here have been so filled up with orders that they cannot possibly handle them all in the required time—and this will mean late deliveries.

"The coal miners' strike on the other side tied up a lot of the mills and generally upset industrial affairs. The transportation workers are now holding up shipments and there is no telling where the unrest will show up next.

"The unprecedented demand on the Canadian manufacturers is bound to affect deliveries; in fact, is affecting them now. We are taking delivery of anything we can get now—weeks ahead of the usual time—otherwise we would likely be held up.

"Deliveries from the mill or factory to the wholesaler are bound to be poor later on, and in consequence it will be hard to supply the requirements of retailers. The majority of wholesalers are taking deilveries a month to six weeks ahead of other years to try and meet the difficulties that will surely arise.

"The trouble appears to be that the output of Canadian manufacturers is not keeping pace with the enormous influx of population. When you consider that about 300,000 new people are being added to our population of seven or eight millions every year, it is no wonder that they are hard put to it to turn out enough goods.

"I know that many mills and factories are adding to their plants every year and that new ones are starting all the time, but even so the demand seems greater than they can supply. This is true of practically every kind of manufactured goods in the dry goods field, but more particularly in knitted goods and ready-to-wear garments."

The Celebrated

"SKELDON" BLANKET

ALL PURE WOOL

Made in Ayrshire, Scotland, on "Ye Banks an' Braes o' Bonnie Doon," and Washed in its Pure and Classic Waters.

KNOWN and APPRECIATED, the WORLD over.

SCOTCH FOLK will be glad to get them.

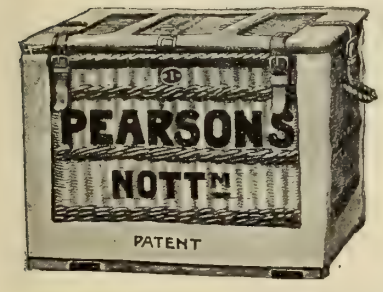
A Supply of REAL HIGHLAND HEATHER sent by Makers with Goods. A Sprig may be given with Blankets to each Customer.

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JAS. GROIL, St. Nicholas Bldg., Montreal

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SEE that you get full value out of this Special Number of The Review. Make it available to heads of Departments and members of your staff. Its information will make their services of still greater value.

1000 Rugs

Properly Displayed in a

Room 25 feet wide

This is what the firm of C. C. Colyear, Los Angeles, accomplished in their rug department which was apparently insufficiently large to accommodate their stock.

They use eight

"Best" Rug Display Racks

and one Linoleum Rack as below illustrated.



Note this Beautiful Display

of rugs, and consider the very limited amount of space devoted to it, then you will at once realize the invaluable benefit derived by the use of the

"BEST" RUG RACK

in any department. Hundreds of firms in Canada and the United States are using them. They are easily installed by any mechanic.

These racks will display small as well as large rugs, and are built in sizes suitable for any stock.

Write for catalog and book of testimonials.

Rugs well Displayed are Half Sold

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235 South Exchange Street, Galva, Ill.

Also builders of Linoleum, Comfort, Blanket, Lace Curtain, Drapery and Portier Display Racks.

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and Floor Cloths
are noted for their
Beauty of Design
Rich Coloring
Durability
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BARRY'S LINOLEUMS
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houses.

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The Fraser Mather Company
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Send for
Pattern Books
and order early.

To the Home-furnishing Man

DO you keep your department abreast with the times in the matter of handling and using Vacuum cleaners?

The addition of the "King Edward" Vacuum Cleaner to your home-furnishing stock will give a distinctive touch.

The hand machine for private houses retails at $20. The electric machine for hotels, clubs, etc., $100. The domestic electric for household cleaning $90. The water motor power machine which fills the demand for a medium priced power machine, $40.

Liberal percentage of profits on all above lines.

Write for descriptive folder with prices and discounts. Write to-day.

The George H. King Company, Ltd.

WOODSTOCK, - - - ONTARIO.

You Cannot Afford To Let Your Stock of Furnishings Depreciate Now

You may have noticed the growing tendency for the better class of trade to leave their buying of home furnishings until Fall. This is a wise move, for after all, the Winter time is the home time. Though the trade is not so brisk in the Fall as in the Spring, yet the demand for the better goods is consistent—and it's up to the merchant to supply it.

CARPETS

We handle a wide range of Wilton, Axminster, Brussels, Tapestry and Hemp Carpets, all kinds of squares, mats and mattings, and show a very complete range of oilcloths and linoleums.

CURTAINS

The Fall curtain trade as a general rule is good. This Fall promises to be better than ever. We carry a complete range, consisting of Nottingham and Swiss nets, Tapestry and Chenille Portieres, etc.

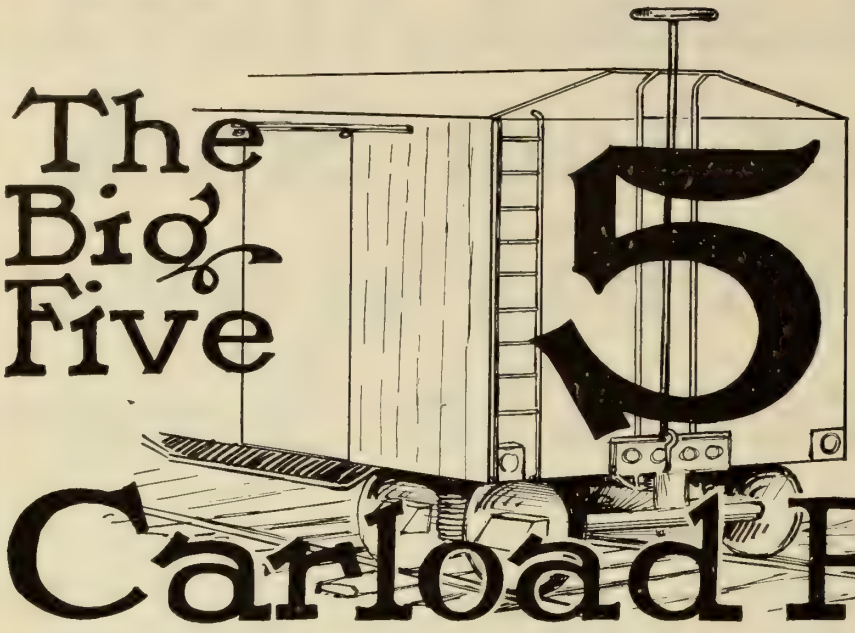
DRAPERIES

Draperies, too, come in for a good share of the attention of Fall buyers. Our line consists of:—Curtain Nets, Madras, Muslins, Art Muslins, Cretonnes, Art Draperies and Furniture Coverings, etc.

The Greenshield values have yet to be beaten. We can save money for you. See our range—now in the hands of our travellers, or when in Montreal visit the big department.

GREENSHIELDS LIMITED, Montreal

The Big Five 5 The Big Five Carload Point



This is what the "BIG FIVE CARLOAD POINT" means to you: it enables you to buy your furniture in carload lots without loading yourself up with more stock than necessary.

It means first class furniture at the lowest price and better profits for you. You save freight by buying in carload lots for we make much of the furniture you sell.



The Big Five are:—

Two Chair factories, Bedstead factory, Mattress factory, operated in conjunction with the big furniture factory.

If you are not acquainted with Victoriaville values get in touch with us at once. Have our representative call and show you our lines.

THE

VICTORIAVILLE FURNITURE CO.

THE BIG FIVE CARLOAD POINT

Victoriaville, Quebec

Our Salesmen are now on the road

With the New 1913 Line of

STAUNTON SUPERIOR WALL PAPERS

Now is the time before the busy Fall To Place Your Order

As well as the newest decorative ideas in Wall Papers, the Staunton Line for 1913 bristles with bright, snappy, quick-selling designs at popular prices.

They are the Wall Papers which the public want. They will carry a large margin of profit.

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WALL PAPER MANUFACTURERS
941 YONGE ST. - - TORONTO

WE have established a branch of our Brooklyn, N.Y,. factory in Montreal, so as to handle our Canadian business more satisfactorily and advantageously to the dealers in Canada. You will get the same high-class designs plus quicker service and minus customs inconvenience and charges. We manufacture a complete line of high grade Brass Beds, Steel Couches, Woven Wire Springs and Steel Folding Beds.

Our Brass Beds have the Famous DAMARD lacquer, guaranteed to stand all changes in climate—a lacquer that Alcohol or Acid cannot destroy.

They ensure satisfied customers. Isn't that an important consideration?

Our salesmen are now on the road. Don't miss seeing the photographs. Whenever you are in Montreal, call at the factory. If our traveller does not call soon—write for him.



S. WEISGLASS, LIMITED 20 Clark St. **MONTREAL**

Oriental Rugs

TO THE TRADE

The increasing demand and public education for genuine Oriental Rugs makes it almost necessary now for every housefurnishing, carpet and dry goods store to carry a stock of them. The fine new residences being built in all parts of Canada require fine Oriental Rugs, and if the dealers do not carry them the customers are sure to go to other larger cities to get them.

I always have a very large and complete stock of all sorts of genuine Oriental Rugs from

SMYRNA, PERSIA, CAUCASSIA, EAST INDIA AND TURKEY

For immediate delivery, and import orders are taken now for fall delivery.

My 16 years' experience in Canada, as well as my exceptional buying facilities in the Eastern markets, enables me to offer the finest productions of Oriental hand-looms at the lowest wholesale prices.

Mail orders always given my personal attention.

LEVON BABAYAN

Importer and Manufacturer

77 Bay Street, TORONTO

CONSTANTINOPLE SMYRNA TIFLIS LONDON

Axminster Rugs and Mats

from Hermann Patz, Oelsnitz, Saxony

Seamless Imitation Oriental Rugs

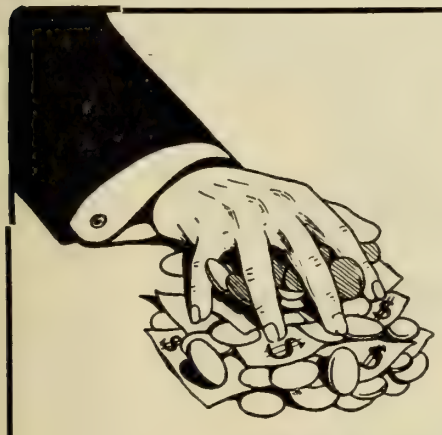
of the Oldest Designs, Seamless up to 16 ft.
from the Sächsische Kunstweberei Claviez,
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Color Cards Sent on Request

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IMPORTERS AND COMMISSIONERS

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REACH OUT FOR BIGGER SALES MORE PROFITS

Make a bid for the quilt business of your town by handling a reliable line of quilts.

The quilt department can be made one of the most profitable in the store if handled properly.

DEARDEN QUILTS

give the warmth without any unnecessary weight. They are always welcome in any home and the merchant who handles them can draw business from far and near.

Before placing your fall orders, wait for our representative or write for samples.

Jonathan Dearden & Co., Limited

11 and 13 Bridgewater Place, Manchester. Mills—Bolton, Lancs.
Sole Canadian Agent: R. H. COSBIE, Toronto

Laidlaw's "Lammermoor" Scotch Blankets

GUARANTEED

MADE WHOLLY FROM PURE WOOL

SIZES AND WEIGHTS

The "Lammermoor" Blanket is made in all standard sizes and weights from Crib sizes upwards, ENDS Plain or Satin Bound. Borders Light Blue, Indigo or Pink.

QUALITIES

Scotch Cheviot Bath

Scotch Bath (Worsted Warp)

Scotch Home Made (Bare Finish)

Every Pair Enclosed in a Paper Envelope Gratis

THE REASON WHY

The "Lammermoor" Blanket appeals irresistibly to the merchant with the High Class trade is because it is pre-eminently

"THE HIGH CLASS ALL WOOL SCOTCH BLANKET"

It will stimulate business in your Blanket Department.

PRICE LIST
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THE FRASER MATHER COMPANY
AGENTS FOR WESTERN CANADA
WINNIPEG

Place Your Orders Early and Ensure Prompt Delivery



STOCK "Woollvena" PURE DOWN QUILTS

And the cars will stop at your door

No window is more attractive to the general public in the Autumn than a well dressed one of "WOOLLVENA" PURE DOWN QUILTS. The effective blending of the numerous beautiful colours and designs of these popular goods afford ample scope for the display of the window dressers' art.

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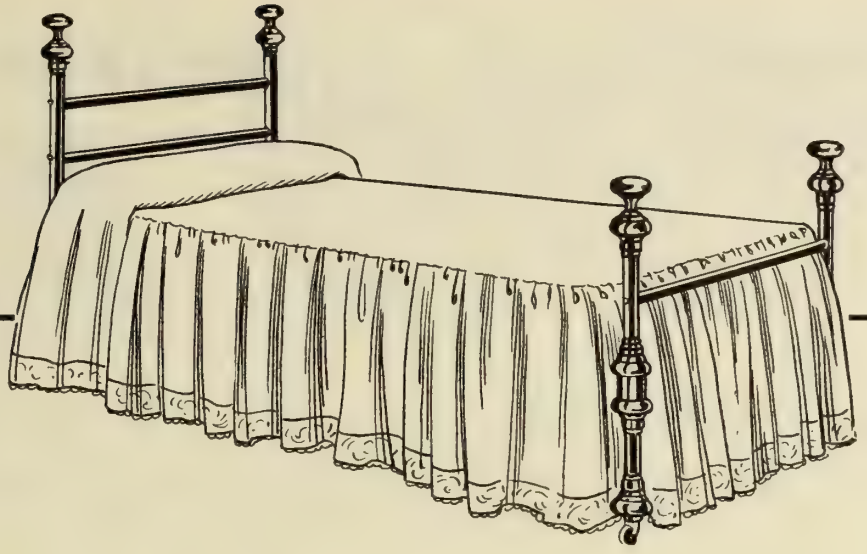
- (1) *Electros for your Catalogues.* FREE
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Agent for Canada—Mr. Fraser, 232 Central Avenue, London, Ontario.



THE BED

with a reputation like the "Gale" to uphold is the bed for you.

A reputation worth having is not gained in a day and when it is obtained it is very easily lost—one misstep will undo what took years to do.

We cannot afford to sacrifice our national wide reputation by putting inferior material or poor workmanship into

"GALE" BEDS

We're here to uphold our reputation with a bed that cannot be beaten for strength, durability and careful workmanship.

"GALE" PRICES ARE RIGHT

GEO. GALE & SONS

Manufacturers of Brass and Iron Bedsteads; Cuban and New Dominion Springs; Hair, Superba and Mattresses of all Kinds, and Pillows

WATERVILLE, P.Q.

Branch Warerooms: TORONTO MONTREAL WINNIPEG

FANCY GOODS NOTIONS & TOYS



Many forms of bandeau and hair ornaments featured — Soft chignons of artificial lines selling – Increasing interest in barrettes and combs — Big season in floral garnitures — Every evidence of strong button vogue — Pompadour effects in new styles

SIMPLE styles of dressing the hair are now in vogue, but this does not mean that women can get along wholly without some help, from artificial aids, to the appearance by having luxuriant hair. Fashionable women are dispensing with pads and are carefully waving the front hair and drawing it back, concealing the ears and hiding the ends under a chignon of soft coils, twists and puffs at the back.

This style of hairdressing is bringing about a revival of interest in shell combs and barrettes. Different styles of hair curlers are also on the market, and the new way of wearing the hair means an increasing demand for articles of this class.

The new hair pieces are of the chignon order and consist of soft coils, twists, and tresses of artificial hair which are pinned on to help the natural hair to form a loose wavy knot at the back. This form of hair-dressing is bringing barrettes, combs and pins to the front again.

The newest barrettes are long and narrow, and about 3½ inches long. Pearl and rhinestones and gold or silver incrustrations are the new decoration. Beside barrettes, combs sets of combs and two-pronged pins are coming into favor.

New Forms of Hair Dressing

Montreal, July 2, 1912.

One of the newest offerings in a head dress is a combined chignon and casque. It was designed in Paris and has become popular over there.

Canadian manufacturers are now offering them to the trade and on account of their neat and attractive appearance and simplicity of design they are expected to meet with favor with Canadian women.

This new coiffure covers the back and top of the head in a series of loose rolls, either in plain or Marcel wave effect, and demands a large comb at the back and a barrette in the dressing low down near the nape.

One important feature of this new head dress is that it re-introduces combs—a line that most dealers have found have been moving slowly for several months. It is stated that combs are regaining their popularity in Europe and dealers in hair goods here expect them to come into favor for the Canadian trade in the Fall.

There was a decided feeling several months ago that the pompadour would come back and in discussing the outlook a prominent manufacturer expressed the opinion that for Fall the pompadour would be "the thing" again in head dress—and this would bring combs in again strong.

The new chignons are pratically all in braided effect, instead of the straight rolls that have been in vogue for this style of dressing. The braids are shown in varying widths and thickness. Casques are shown in variations with chignons and with arrangements of curls.

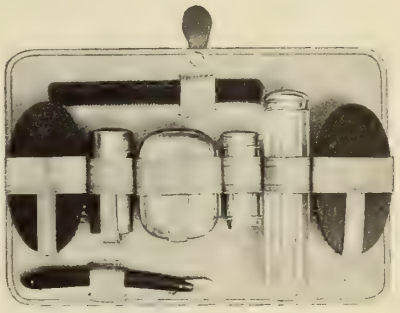
Hat Pins and Bar Pins

The immense cabochon heads so long seen on hat pins have given way to spike tops and small spheres. Popular-priced pins come in pierced metal effects, in gold, oxidized and silver. More expensive pins are of spiked variety of crystal, amber, coral or jet, with pierced platinum ornamentation set with rhinestones and pearls.

There is a big demand for bar pins, and the newest are decorated with colored enamel. Some are in Egyptian type, and other new pins show the floral effects in pompadour colorings. These should sell well, as they are in accord with the new trimmings and laces. Gold, silver and platinum bar pins studded with rhinestones, pearls, and mock jewels are staple.



"JULIAN SALE" LEATHER GOODS



The name "Julian Sale" has been advertised so extensively it makes easy selling. Your customer knows the name is a guarantee for quality.

Hand Bags
Coin Purses
Wallets
Pigskin Purses
Card Cases
Music Holders
Writing Cases
Collar Bags
Cuff Cases
Tie Holders
Safety Pockets
Belts
Tobacco Pouches
Sample Room of all the new lines now on view in Toronto.

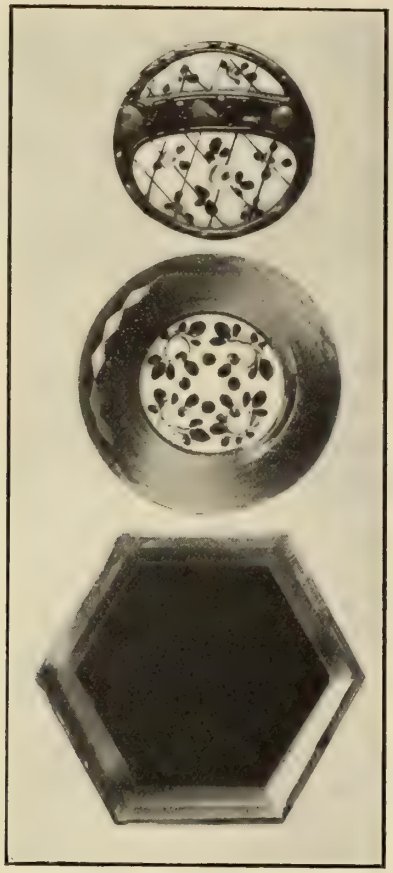
TRAVELERS START JULY 1st WITH THE LARGEST LINE WE HAVE EVER SHOWN FOR THE FALL AND CHRISTMAS TRADE.

Fitted Bag Stands
Dressing Cases
Manicure Cases
Toilet Rolls
Jewel Cases
Stick Pin Cases
Flasks
Brush Sets
Photo Frames
Drinking Cups
Cigar Cases
Parisian Ivory Goods
Ebony Goods
All sorts of Imported Novelties sold by us only.



THE JULIAN SALE
LEATHER GOODS CO., LTD.
105 King Street West
TORONTO





Button novelties—Shown by Flett, Lowndes & Co., Toronto. Reading from top—China button, pompadour design; tire rim of cut crystal, pompadour centre; jet centre, rimmed with crystal.

Vogue of Floral Garnitures

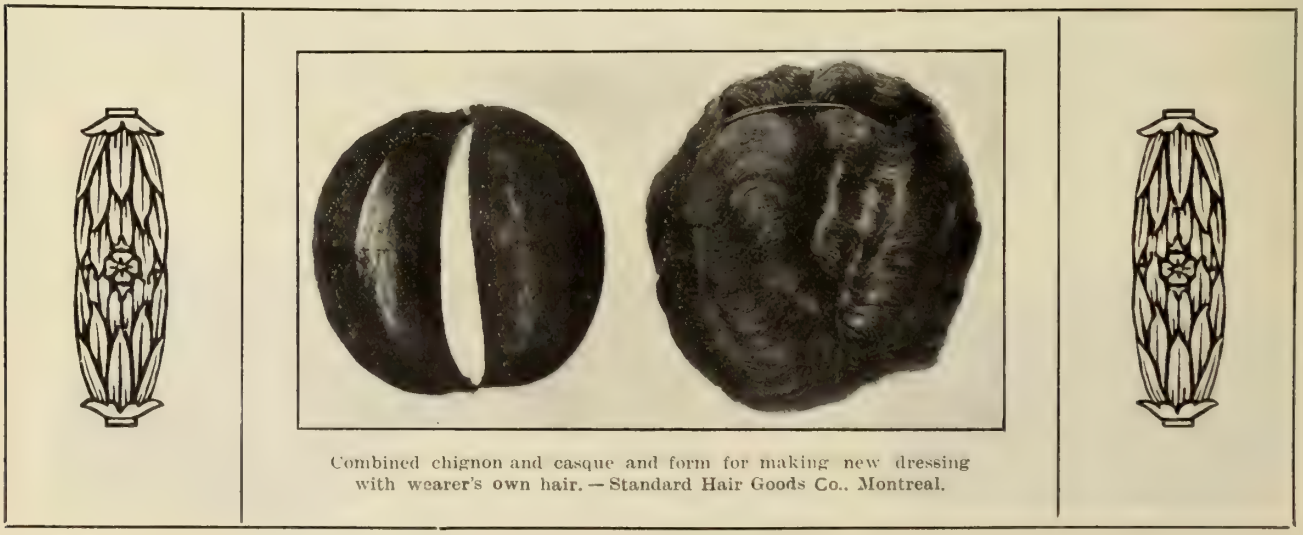
Though floral corsage flowers, and floral garnitures for many purposes have been on the market for two or three seasons, every indication points to an even greater vogue during the approaching Fall. A large chiffon or silk rose often takes the place of a buckle or bow in the fastening of the girdle of a dressy gown. Sprays, single flowers and garnitures of these made flowers are to be extensively worn. Mounted as bar pins, tiny roses and other blooms of folded chiffon or satin will be used to catch together the lace of the jabot or collar. Rococo bows are also used for this purpose, and these bow-knots of tiny silk, velvet and chiffon flowers are to be used extensively for draping evening gowns. They are right in line with pannier modes, and will be much used for holding lightweight chiffon or pannier drapery. Boutonnieres, corsage bouquets and lapel pieces of this kind are showing in great variety and give promise of an extensive vogue.

Bandeaux and Ornaments

Many types made of bandeaux and hair ornaments are showing for the coming Fall. The Review illustrated one in tulle and ribbon in aigrette effect that is typical to the mode. Bandeaux will be in many styles and made in all sorts of materials. There are shell and amber bandeaux and bandeaux of metal lace, beads, imitation jewels, and of velvet, silk and ribbon. Hand-made flowers are used and so are upright plumes and aigrettes. Handsome hair ornaments are showing made of pearls, beads and spangles.

Strong Fall Button Vogue

The vogue for button trimming gives every evidence of continuing with undiminished favor for the coming Fall. Crystals are still to the fore and are receiving a new impetus from the many attractive novelties produced. Ambered colored glass buttons are the latest fad, but their sale is likely to be limited as they are considered extremes. Clear crystals have been so very much worn that it is likely the



Combined chignon and casque and form for making new dressing with wearer's own hair.—Standard Hair Goods Co., Montreal.

The Head Dress of "Dame Fashion"

Hair Goods With Style

Hair Goods With Quality

Look for this Label in Blue.



Anything and Everything in Hair Goods

No matter what your requirements are we make them and you are always sure that the goods are right in style and quality. We make: **Switches, Braids, Pads, Turbans, Psyches, Curls, Rolls, Puffs, Raw Hair, Nets, Etc., Etc.**

Ask to see the new combined Chignon and Casque. The latest Paris creation.



Order from Your Wholesaler and See That You Always Get the Goods Bearing the Above Trade Mark.

ASK YOUR WHOLESALER FOR OUR SPECIAL FOLDER

The Standard Hair Co.

111 Windsor Street, MONTREAL



On lett, enamel bar pin in Egyptian design; centre, supporter for soft-finished turn-down collars; right, enamel bar pin, Pompadour design. Shown by Ideal Hair Goods Co., Toronto.

trade will wish to have something newer and the combination effects such as crystal and pompadour, crystal and jet, and clear and colored crystal in many varied effects will be the big sellers. There is a very decided feeling for ball buttons, and New York manufacturers are experiencing a demand for full ball buttons, one-half to one inch in diameter. These are selling in all shades but the novelty shades are white, red and amber. Crystal balls are showing with dots and lines of color, and this addition gives quite a new touch. Small glass buttons both colored and white are in big demand and manufacturers of children's. misses' and women's dresses and waist and neckwear manufacturers are placing big orders.

Record Year in Lace Making

The Swiss Government statistics giving definite figures for 1911 show that Switzerland's special trade of lace making has had a record year. The lace exports are nearly one-fifth of the entire export from the country, which is valued at Fr. 1,250,000,000 (£50,000,000), lace export being set down at a value of Fr. 222,000,000 (£8,800,000), as compared with Fr. 210,000,000 (£8,400,000) in 1910. No such value of lace has ever before been exported from Switzerland in any one year, and the fact is all the more remarkable as the United States, which has hitherto been the largest purchaser of Swiss lace among all the commercial nations, has this last year taken Fr. 3,500,000 (£160,000) less than in 1910. It is interesting to see how this loss has been made up by increased export to other countries. Germany has gone up most of all in Switzerland's books for lace, having increased its purchase during 1911 by Fr. 2,250,000 (£90,000), and after Germany comes the United Kingdom, Canada, Spain Austria-Hungary and Russia. Machine-made lace accounted for Fr. 200,000,000 (£8,000,000) of the total export value, proving the growing importance of the shuttle lace making machine. Certain departments of lace showed a falling off, chain stitch lace especially on account of the falling off in demand for curtains of this description, and also mixed silk and wool lace. Fine handmade lace about maintained its position. —*Manchester Guardian.*

Festival of Roses

All departments were decorated with roses, merchandise displayed was in many shades of rose, and in fact the whole store seemed to be shown through a rose-colored haze, when Wanamaker's, New York, held their *fete de roses.* The event contains a suggestion for stores of much smaller dimensions. Every person, on entering, was presented with a half-blown rose, by a young girl dressed in white, crowned with a wreath of pink roses, and throughout the house a large supply of these was shown in charge of young girls, so that no one was missed in the distribution of roses, whether a regular customer or a visitor. Employes, from the heads of departments down to the messenger girls and even the porters, all wore a single rose. Every one also wore a bright, happy appearance. The silk department was draped with various pink and rose-colored silks for those with white grounds and floral designs in rose. In the wash goods department, light, filmy rose-colored fabrics were displayed and even in the costume and millinery departments, garments and hats in shades of rose pink were shown. The general color scheme was carried out in the window displays, the various suits, hats, windows, materials, etc., being in the rose shades. It was a clever advertising scheme which seemed to arouse a spirit of good fellowship, and for an opening anniversary or other special event could be worked out on a less elaborate plan in whole or in part by smaller stores. There are months in which chrysanthemums, lilies or other blooms might be employed for a fete of this kind where the occasion was of sufficient importance to warrant it. Presentation of roses has been made in connection with anniversary celebrations. The working out of a general color scheme is a further step which might be employed to accentuate a season's favorite shade.

At the present time Americans are emigrating into the Canadian West at the rate of 5,000 per month, and it is estimated that they bring with them about $1,500 in cash each.



ODORLESS

Double Covered

DRESS SHIELDS

¶ OMO Dress Shields will help you to get more business in 1912 by direct sales and attracting trade generally.

¶ The sales of the OMO are steadily increasing with retailers now handling this superior shield.

¶ And the long list of retailers is growing week by week.

¶ The OMO Dress Shield is known to women for its quality, durability, and by reputation.

¶ When they ask for any but just "dress shields," they are almost sure to ask for the OMO, because of our widespread magazine advertising.

¶ OMO Dress Shields are double covered, light, odorless—best wearing and most effective. Every pair is guaranteed.

¶ OMO Sheeting, Infants' Pants, Bibs, etc., are also great departments of this business.

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MIDDLETOWN, CONNECTICUT

MAKERS OF

Quality Goods

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Selling Agents

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New Year Post Cards
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Raphael Tuck & Sons Co., Ltd.
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New York, Berlin, London, Paris.

Seeing is Believing —Therefore See

AN OUNCE of Demonstration is better than a pound of talk. You are not so much interested in what we **say** as in what we **do**. Well, at our Headquarters here we are

Demonstrating Latest Creations

in a way that could not be done with type and illustrations. That may come later, but just now we prefer to bring our customers face to face with the actual goods.

You Have Found Us Right So Far

Consequently you can rely on seeing thus early the models which strike the key-note for months ahead. The latch-string is out. You're invited.

P. W. Lambert & Co.
MANUFACTURERS OF FINE NOVELTIES IN LEATHER, ETC.
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MANUFACTURERS OF
Italian, China and Japan Trams, Organzines and Sewings, Tussahs, Floches, Flosses, Spuns, Twists.
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WISE BUYERS Use our embroidered novelties to put new life and profit in their department. **DO YOU?**

About Buttons

PLAIN AND FANCY
AMBER IS IN EVIDENCE

in the fashions as decreed for Fall dress trimmings. We have an excellent range of the new, plain and fancy Amber buttons which are being brought into prominence at the present time in Paris and New York.

We make everything in buttons, including Ivory, Anchor, Brass, Hornoid, Pearl, Crochet, Fancy Metal, Furriers'; Plain, Fancy and Combination Covered Buttons.

We carry the largest range of import samples in Beaded, Silk and Cotton Fringes, Tassels, Furriers' and Dress Trimmings of every description.

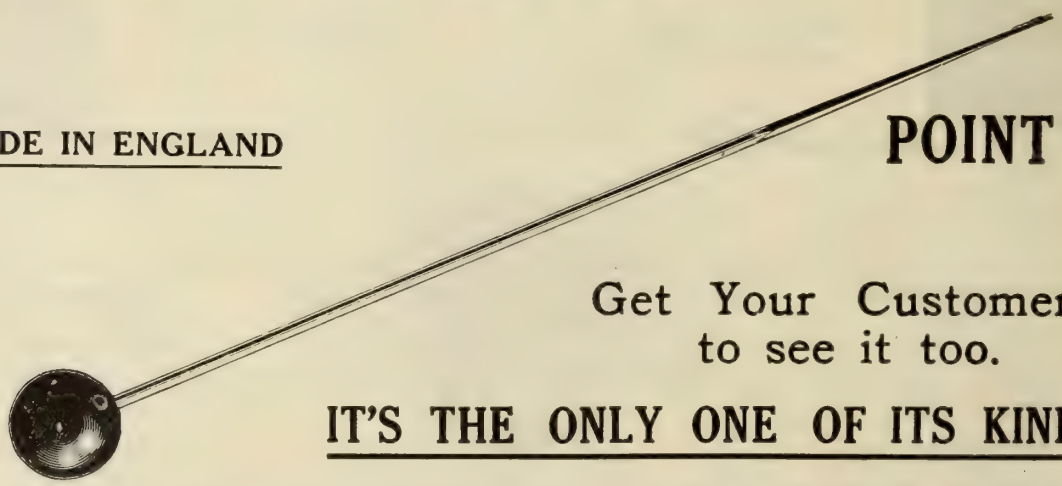
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HAT PINS! SEE THE POINT?

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SHEET MUSIC

Is spoken of very highly by those who know all about it!



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COLORED "ART" COVERS

Featured by all the Big American Syndicates —BECAUSE IT'S BIG VALUE—AND "BIG VALUE" IS WHAT THEY WANT TO-DAY.

SAMPLES AND PARTICULARS FREE!

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EMBROIDERIES
Calais Laces

NEW YORK WAREHOUSE:
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An every-day staple that helps build trade in any dry-goods or small-wares store.



Unseen—Naiad Protects

"NAIAD"
DRESS SHIELDS
Stand Every Test

The Naiad stands every test that a dress shield ought to —and then some.

—It stands the consumer for lightness, durability, economy, comfort and hygiene.

—It can be sterilized in boiling water—the only way to kill germs.

—Do not deteriorate with age.

—The only shield that is as good the day it is bought as the day it is made.

The Naiad stands the test of the dealer for salability, business increasing, stock-turning profit and "clean selling." **Naiads never go bad.**

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Sole Canadian Manufacturers
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Embroidery and Knitting silks in fast Boiling Colours; silks for making Motor scarves and Sports coats by hand or machine; machine silks for the Boot, Bag and Dressmaking trades. Surgical silks. Fishing tackle silks.

Artificial silks of ALL kinds for hand and machine Embroidery.

Complete stock of all requisites for the Art Needlework trade. Materials; Embroidery cottons and ribbons; Tapestry and Crewel Wools; Cords and Girdles; Knitting pins and Crochet hooks; Transfers.

Specialities in own Designs of Needlework.

James Pearsall & Co.,

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SPUN SILK

We sell the best spun silk made at the lowest price. Ask for our quotation—special prices for manufacturers.

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Oriental Silk Co., Limited

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The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.

KRUEGER'S DAINTY NOVELTIES

The Largest and Best Line of Quick Selling Original Novelties for the

INFANTS' DEPARTMENT

"KRUEGER'S Dainty Novelties" embrace an endless variety of dainty and practical things for baby's use or amusement, and milady's dressing table.

These attractive novelties

Sell

continuously, and pay excellent retailing profits.

The infants' department that is not handling "Krueger's Dainty Novelties" is overlooking a dividend - paying opportunity.

Larger Show Rooms Necessary

Once more we have been compelled to enlarge our area for displaying our sample line.

Visiting buyers will now find an entire floor given over to the exhibition of our products.

Buyers who cannot come to New York should

Send for Our New Catalog

which will illustrate nearly every number we make.



This cut is a sample page from Catalog. Send for your copy NOW.

READY FOR MAILING ABOUT JULY 1st.

RICHARD G. KRUEGER

Manufacturer and Importer of Dainty Novelties

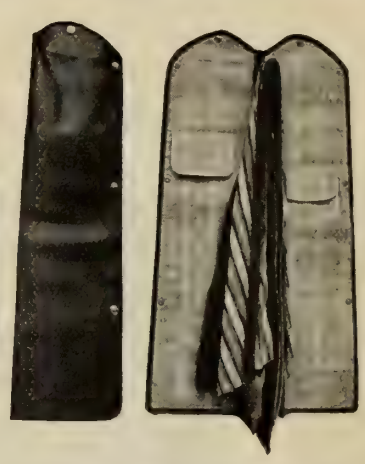
162 West 21st Street **NEW YORK**



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5636 Music Carrier



400 Macdonalds Scarf Holder
No traveler's outfit complete without one

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TRADE R MARK
Reliable

Established 1850 Incorporated 1904

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Pullman
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8636-6 Auto Luncheon Outfit, the most compact made, for 6 persons



5735 Dram Flask

Look Out For Something New In The Paper Pattern World This Fall

McCALL PATTERNS will continue to be the same reliable, stylish, easy-to-use Patterns that they have always been; but there are to be features that, more than ever, will bring women to the store —make McCall "the Paper Patterns that sell."

Don't arrange to handle any other make until you have heard from us. Just wait and see. It will pay you. Or, better still, write now. A postal will do. There is not the slightest obligation.

The McCall Canadian Office and Factory in Toronto, the largest and best equipped pattern plant in the Dominion, enables us to offer you McCall Patterns and Fashion Publications on the same terms, conditions, etc., as are enjoyed by United States Dealers.

THE McCALL COMPANY

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Not in the Trust *No Connection with Any Other House*



THE GENUINE
VS.
THE IMITATION

There is only one **"IDEAL"** *Hair Net*

WE were recently compelled to take legal action in the High Court against a Firm selling a Hair Net under the name "Ideal." We have been granted an injunction restraining this Firm from using the name "Ideal," also costs.

Any person or persons offering or exposing for sale Hair Nets bearing the name "Ideal" and not manufactured by us are liable to legal action.

All packages, boxes, printed matter or the like made to contain or advertising hair goods not made by the "Ideal" Hair Goods Co., and bearing the name "Ideal" should be destroyed.

Let This Mark Be Your Guide

In selecting your stock of Hair Nets. There is only one genuine "Ideal" Hair Net and it bears this mark **"IDEAL"** Protect yourself and customers from inferior goods by insisting on this make.

In addition to the "Ideal" we have a large line of Hair Nets with and without elastic, ranging in price from $2.25 per gross to $48.00 per gross. Extra special values from $3.00 to $4.20 per gross.

SEND FOR SAMPLES

The Ideal Hair Goods Co.
Limited

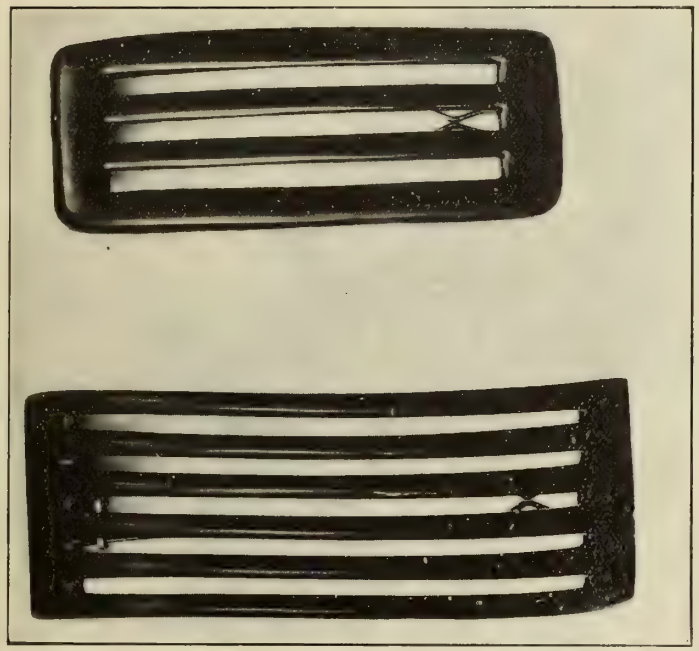
Hair Goods, Hair Ornaments, Novelties, etc.

88 Wellington St. W. - Toronto

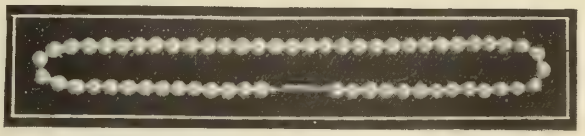
Montreal Office: 24 La Patrie Building

THE LETTER ORDER HOUSE

FOR HAIR GOODS, NOVELTIES, ETC.



No. 1301—Four Strand Barrette, 3″ x 1¼″, $4.80 per gross.
No. 1500—Six Strand Barrette, 4″ x 1½″, $9.00 per gross.



Fine Quality French Pearls,
$8.00 per dozen strings.

We have other lines from $2 to $30 per doz.
Also Fine French Pearls for Dress Trimming.

Send Us Your Orders For Switches

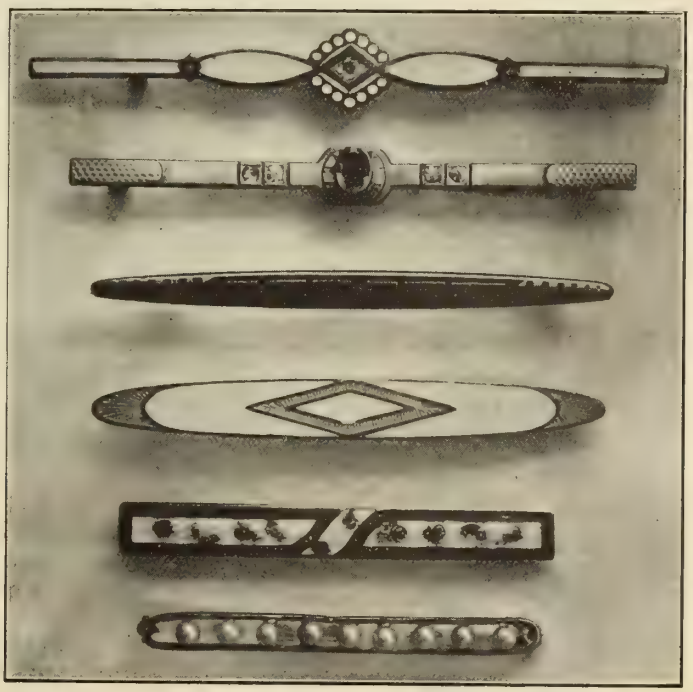
We have them from $10 per doz. up. Extra special values at $24 and $40 per doz. We match special colors.

Write for Samples. We will forward promptly, charges paid.

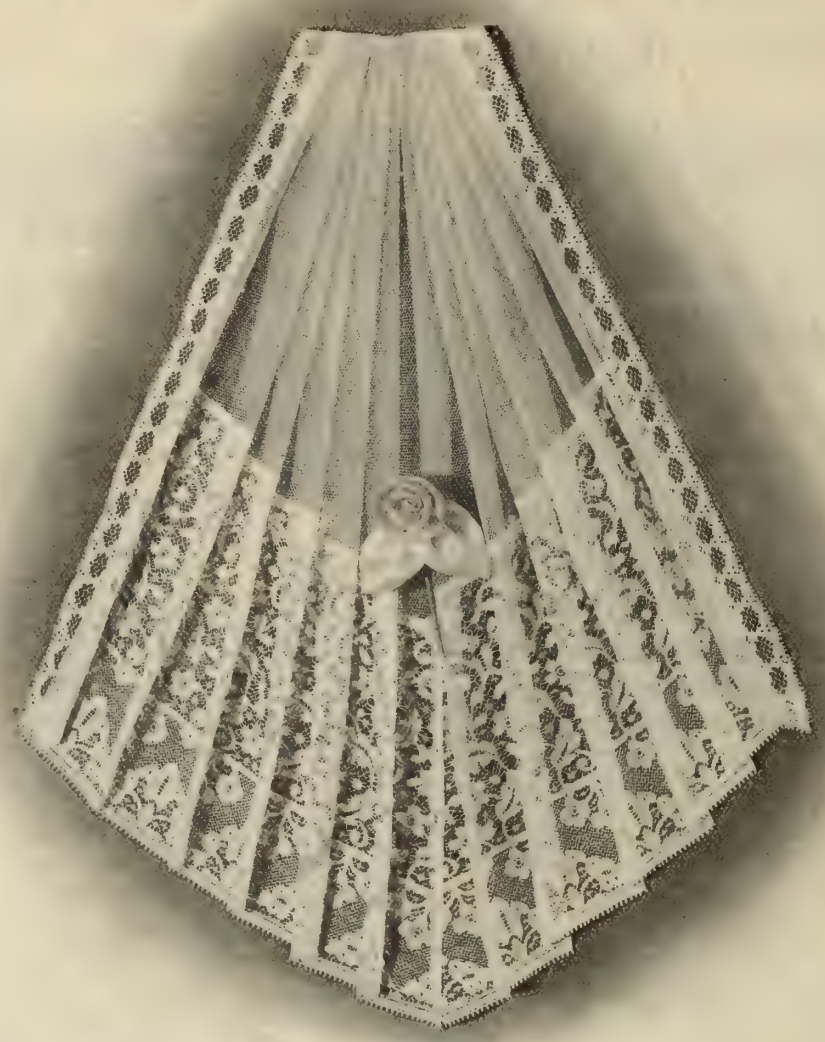
THE "IDEAL" HAIR GOODS CO., Limited
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Fine Range of Ear Drops
at $2.00 dozen up.



A few of our Natty Collar Pins
at $2.00 dozen.



A Dainty Jabot
For Summer and Fall

THIS charming jabot is made of net and shadow lace, trimmed with a dainty little silk rosebud that adds just the right touch of color.

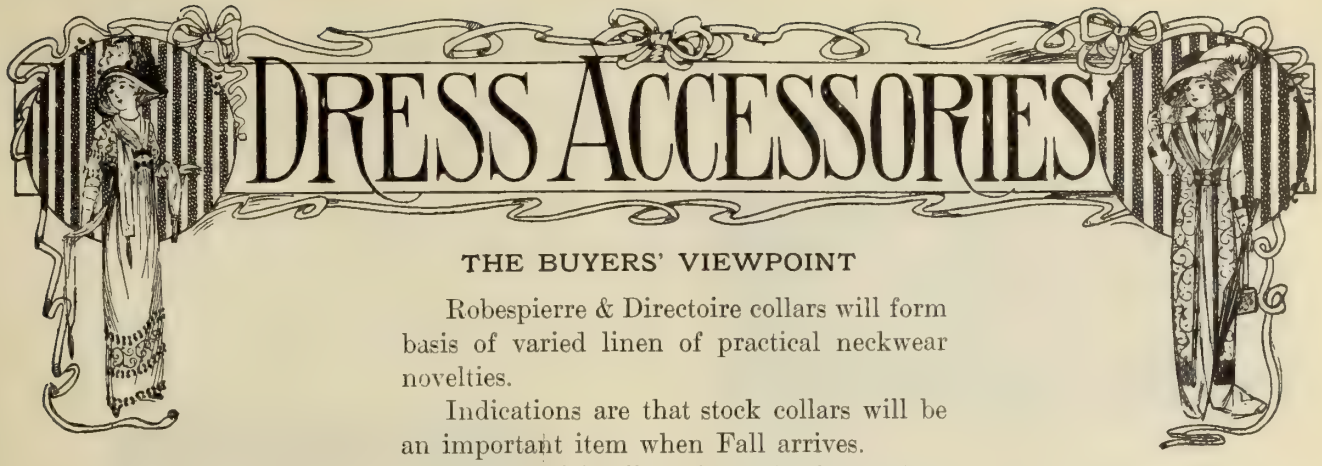
The tasteful simplicity of this design will prove an irresistible attraction to women who are particular in their neckwear requirements.

We can give you immediate delivery on this number. See samples of this and many other equally attractive numbers in the range now being shown by our salesmen.

LADIES' WEAR, LIMITED Makers TORONTO

LADIES' WEAR, LIMITED
TORONTO

W. F. Goforth, Man. Director



THE BUYERS' VIEWPOINT

Robespierre & Directoire collars will form basis of varied linen of practical neckwear novelties.

Indications are that stock collars will be an important item when Fall arrives.

New Medici collars show pleating of lace coming to a point at back and jabot with V-shaped opening.

Robespierre influence strong in neckwear — Modified effects in Summer selling — Jabot revival is expected — Metal effects strong trimming feature — Wrist length gloves for Fall — Novelty laces for Fall — Demand for German and Swiss is exceeding the supply

THERE is every reason to expect a particularly good neckwear season this coming Fall. Neckwear has been well to the fore for some time now and in spite of a strong Summer vogue for the collarless neck, neckwear is a decidedly good selling item. To add to the interest, Paris has put out a decidedly novel as well as practical idea to work from for the coming season, and there is every reason to suppose that the Robespierre and Directoire collars will form the basis of many a varied line that will have a strong element of becomingness and novelty to recommend them.

Modifications of the Robespierre with the flat, instead of the high collar and with characteristic pleated jabots in net and novelty laces are meeting with buyers' approval for present wear. These collars are developed in Summer fabrics such as pique, ratine, reps and colored linens. Quite the newest of these smart mid-season collars is the "blazer" with the collar made of black and white striped outing flannel and with the jabot of net in a Bohemian patterned lace relieved with small buttons covered with the same fabric as the collar. This collar has all the new style touches and retails at the popular price of 50 cents.

Black and white is strong in neckwear, particularly in stocks of pique and black satin. These are variously shaped and either have the stock of satin with the turnover and tabs of pique or the stock is of pique and the turnovers and reveres are of satin. The fact that stocks are selling so freely at the present time is looked upon as an indication that they will be an important item when Fall arrives. Shadows and other novelty laces are used in developing stocks for the new season and pleated kite, butterfly, and square jabots are all in evidence. Two widths of lace edging sewn together and pleated into a ruffle is a popular style of jabot attached to a stock collar.

Fanciful decorations are appearing on some of the new stocks such as small covered buttons of satin or velvet or tiny flat bows of the same. Rhinestones, beads and cut crystal buttons made to sew through the back are all used.

As the Fall opens up, true Robespierre models will appear with the high collar and turnover tabs and wide pointed reveres and satin in black or in bright shades will be used in place of the linens and piques.

The change from the low, flat collar to the high, turnover and the scope given to the designer in the production of varied novelty effects should prevent the present vogue of the lower collar killing off the new idea.

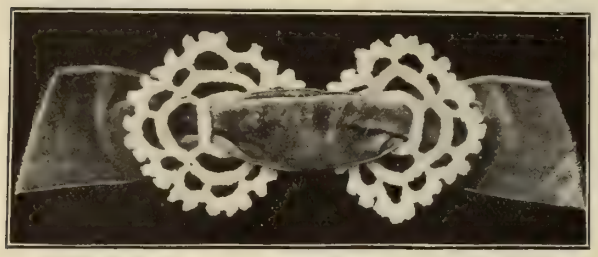
Though taken from quite a different period than the Robespierre, Medici collars are indicated. These collars show a pleating of lace coming to a point in the middle of the back and at the side of the neck and a jabot with a V-shaped opening as a finish.

The above are the leading novelty indications but for popular selling a jabot revival is expected. The newest jabot is side pleated and is almost as wide at the top as the bottom. As a fact, there is some possibility of very wide jabots making their appearance.

The many beautiful novelty laces shown for the coming season give splendid scope for exercise of the designers' ability, and there is no question that these

laces will go far towards making the coming Fall a notable neckwear season.

Though not quite new, as they have been good for some time now, are the dainty-made flower effects.



Tie in bow effect made of crochet rings, with velvet ribbon slipped through. Shown by R. D. Fairbairn Co., Toronto.

These are appearing again and will be freely used to decorate the neckwear in the coming Fall.

For present selling many dainty bow effects are showing, chiefly in velvet and crochet lace. For instance, there will be a small flat bow of velvet ribbon with four ends, two of the velvet and two of crochet lace finished with balls of the same. Sold in the ribbon department are crochet rings through which a length of either ribbon or velvet is threaded to make a bow. The rings are first selected and then the ribbon of the shade desired is threaded through.

The lighter makes of Bohemian, shadow and Cluny are to be the leading neckwear laces.

Pleatings of lace and net continue to be one of the leading sellers in the neckwear line.

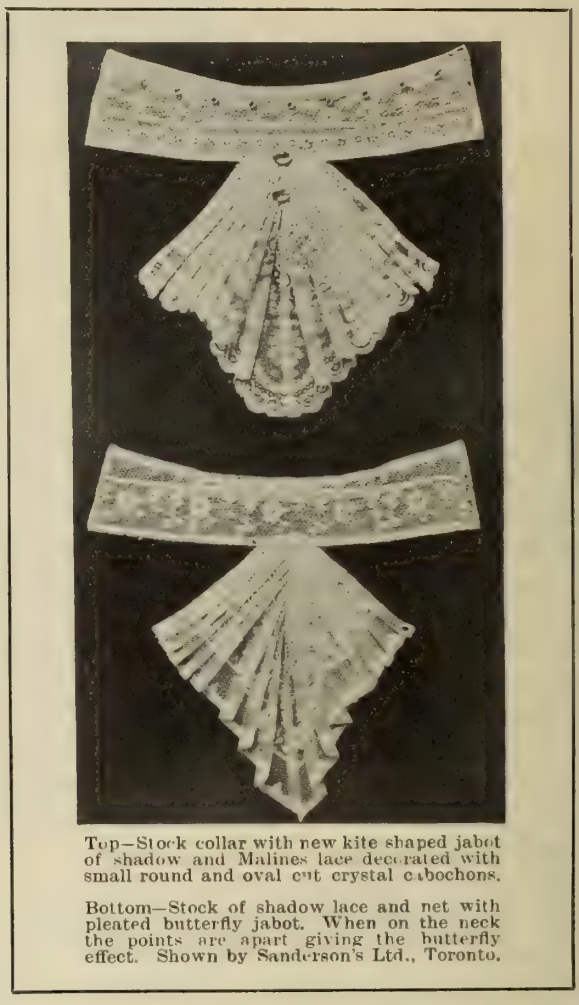


New square jabot of pleated net and novelty lace, with bar pin of hand-made small satin roses. Shown by Ladies' Wear Limited, Toronto.

Buyers Taking Wrist Lengths

Influence of long sleeve on gloves — White, black, tans and brown the leading colors — Increasing interest in grey shades

Buyers are counting strongly on a return to wrist-length gloves for the coming Fall and are placing orders in accordance with this belief. There is an increasing tendency towards the return of the long sleeve in dresses and waists, and therefore the sale of long gloves promises to be strictly confined to those wanted for full dress wear. Therefore, a certain amount of orders are coming in for 16 and 24 button lengths in white glace kid.



Top—Stock collar with new kite shaped jabot of shadow and Malines lace decorated with small round and oval cut crystal cabochons.

Bottom—Stock of shadow lace and net with pleated butterfly jabot. When on the neck the points are apart giving the butterfly effect. Shown by Sanderson's Ltd., Toronto.

Orders are placed chiefly for black and white, and the other colors chosen are chiefly in darker shades. Tans are good and so are the darker shades of brown. Grey is in more limited request than brown but there is every promise that dark and medium shades of silver grey will sell better later on. Buyers are showing a limited interest in Burgundy and dark green.

Good orders are being placed for cape gloves, but the high price of skins is restricting the orders for mochas.

SUMMER NECKWEAR AND BELTS

PROMPT DELIVERY

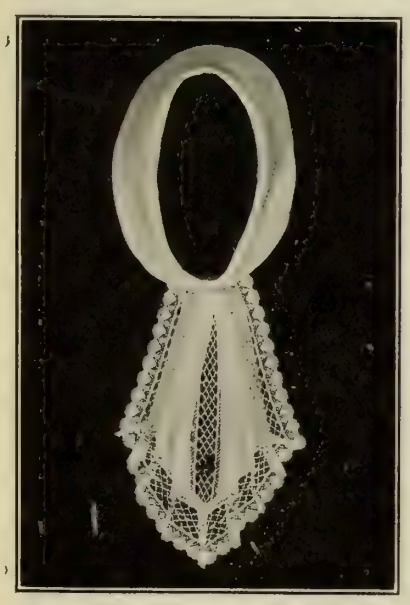
STYLE FINISH VALUE



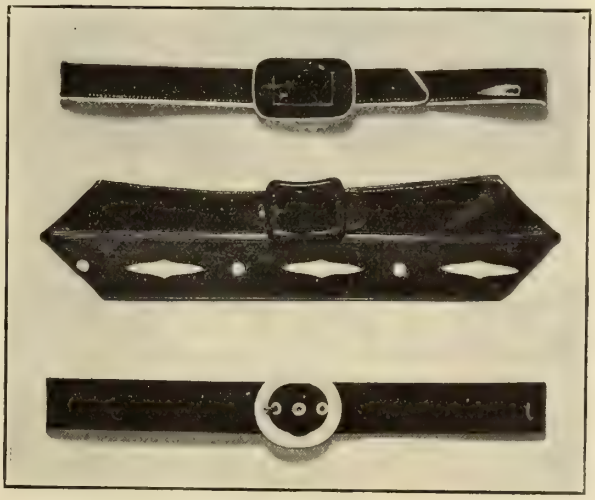
9045—BYRON DUCK COLLAR
with Robespierre Jabot, **$2 25 Doz. Sets.**



9041—BYRON CORDED COLLAR
Pleated Jabot, **$2.25 Doz. Sets.**



9042—BYRON PIQUE COLLAR
Pleated Jabot, **$2.25 Doz. Sets.**



4684—BLACK PATENT 1 in. WHITE KID EDGE, **$4.25 Doz.**

4707—BLACK AND WHITE OR BLACK AND RED, Shaped, Fine Leather, Leather Lined, **$6.50 Doz.**

4718—BLACK PATENT 1¼ in. WHITE BUCKLE **$2.25 Doz.**

FLETT, LOWNDES & CO., Limited

MANUFACTURERS AND IMPORTERS

142-144 Front Street West **TORONTO**

Metal Effects in Trimmings

Hand-made floral and vine trimmings prominent feature — Ball fringes — Beaded bands in crystal, pearl and jet are strong

The great demand for laces would apparently show that novelty trimmings would receive a serious setback, but for the coming season the indications are, this will not be the case. The trimming manufacturer has recognized the vogue of lace and has allowed it to enter into many of his designs. In addition, the Parisian dressmakers are decorating their costumes so profusely that both trimmings and laces are used extensively.



Chantilly lace veiling. These veilings are fashionable both in black and white. Shown by the Thompson Lace & Veiling Co., Toronto.

Metal effects in old gold, silver and steel will be the dominant factor, and combinations of metal with pompadour embroideries in pastel colorings are much in evidence.

The floral and vine effects in silk, chiffon and metal that attained some prominence late last season, have gained a popularity and are showing for Fall in an increased number of new and handsomer designs.

Crystal, pearl, jet, and rhinestone trimmings will again be popular. Small spangles are the high novelty, and many designs are showing with lace bands and edges as the groundwork, and embroidered in pompadour with spangles on the colored embroidery, thus making a trimming of very filmy appearance which can be draped very successfully. The outlook is good for beaded bands and beaded and spangled tunics are showing in a wide range of styles.

Ball fringes are again a big item, and will have a large run for Fall, as at present they are very much in vogue in Paris. Floral types of trimming will, without question, be good property. Nearly all trimming manufacturers are agreed upon this point, and additional evidence in their favor is the fact that this style of trimming lends itself readily to a combination with lace.



New laces from the Fall Line of Flett, Lownes & Co., Toronto. Reading from top to bottom: 1. Metal lace with pompadour medallions embroidered in wash silk; 2. Venise band in ecru shade, centred with black net embroidered in Pompadour colorings; 3. Spangled lace banding with Pompadour embroidery; 4. Russian lace.



D-1091 $4.25 per Dozen

BLAZER "OUTING" COLLARS

PRESENT SUMMER WEAR

FROM

The Novelty Neckwear Range

MANUFACTURED BY

R. D. FAIRBAIRN CO., LIMITED

107 SIMCOE STREET

TORONTO ONTARIO

PRESIDENT: Rhys D. Fairbairn

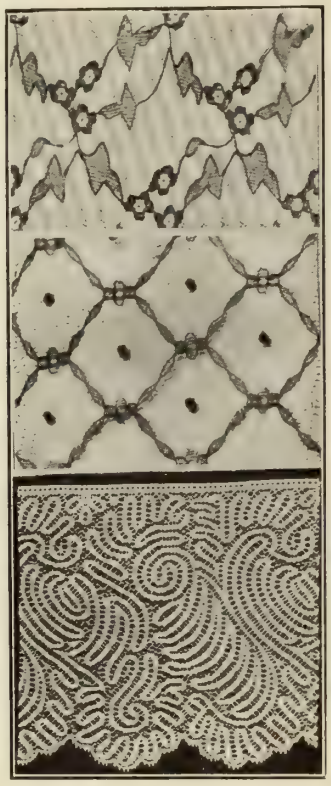
VICE-PRESIDENTS: F. J. Knight, W. C. Cliff

DIRECTORS: C. N. Taylor, E. McGonigal

Beautiful Laces for Fall

Everything points to a big novelty season —Pompadour embroideries on light and heavy laces — Interest in metal laces

Fall indications all point to a wonderful increase in the use of laces, and generally speaking, the line is replete with novelty productions that will allow the buyer to exhibit his taste in buying new designs with a reasonable surety of their sale. So wide is the vogue for lace that importers expect to experience considerable difficulty in getting deliveries from the European manufacturers in time for the trade's requirements. This applies particularly to German and Swiss laces where the demand has exceeded the supply during the past season.



Reading from top the samples are:—New shadow mesh veiling, shadow mesh and chenille spot veiling; Bohemian lace. Shown by the Thompson Lace & Veiling Co., Toronto.

Though there are quantities of light laces on the market and their vogue will be considerable, fashion is also favorable to the heavier kinds. Venise will again be the big sellers, but will, by no means, be the only style in demand, as macrame, Bohemian, Cluny, Irish, Russian and Shadow laces will sell without question.

Bohemian laces are the real novelty, and Bohemian Russian patterns are copied in both sheer and heavy designs which more or less approximate to the real lace of that name and much the same may be said of the flatter, more tape-like, Russian patterns.

Shadows and Malines are to continue in strong demand. These laces are showing in a wide variety of beautiful patterns many of which come in the new soft or Shetland finish.

Manufacturers of lingerie and tub dresses are placing large orders for Nottingham bands. Imitation Clunys are strong. Though handsome effects are showing in true Cluny and patterns more interest is being taken in the wide range of imitations of a wide variety of real laces. Linen laces in this class are prominent. Vals. are not so good, those selling being chiefly in the better grades and the round mesh patterns have the preference. Though white is still good a very large proportion of the new laces are in ecru, Paris and ivory shades.

Metal laces, insertions and allovers in old gold, steel and silver will be in demand, and in some novelties the metal is used in conjunction with ecru and ivory lace. This is quite a daring combination, but high-class makers of novelties have found that buyers of novelties have taken to this effect rather freely.

Another novelty item which is very much shown is the small pompadour flower in pastel shades embroidered on the lace. This is a decided innovation which will appeal to every buyer wishing to show a decided change in his Fall purchases. The colored flower is either worked in washable silk material or in very fine wool.

Judging from advance indications, fine and heavy laces will be much used in combination. Makers of lingerie gowns are expressing the intention of using two and even more varieties of lace on the one gown.

Imperial Year at the Fair

This is Imperial year at the Canadian National Exhibition, Toronto, and H.R.H., the Duke of Connaught will perform the opening ceremonies on Monday, August 26. Merchants throughout the country will, therefore, find many especial reasons for visiting the Exhibition this year, one of the most notable being the very interesting displays of wearing apparel and home adornment that are now being prepared. These will contain many features in keeping with the Imperial note that is to mark the occasion.

The new Government building at the Canadian National Exhibition is being rushed to completion and will be ready for the year's Fair. It will cost $160,000, of which the Dominion Government pays $100,000, the Ontario Government $25,000 and the City of Toronto the balance. It will be used for Provincial, Dominion and educational exhibits.





They're Climbing The Ladder of Popularity

Judging from the steadily increasing output of these two lines we can come to only one conclusion and that is that they are jumping into popularity very rapidly and surely.

Though we have been taxed to our utmost to keep up with the demand for

"Kayser Gloves and Radium Hosiery"

for women, this year, we have given first-class service.

With the added facilities of a new factory, which is now being built, the outlook for next season is considerably better.

Samples for Spring, 1913, will be on the Road August 1st.

Place your orders for immediate or future delivery.

PERRIN FRERES & CIE.

28 Victoria Square, -:- Montreal



Interior view, R. T. Holman Co.'s store, Summerside, P.E.I.

Great Strides Made by Maritime Firm

AMONG those merchants who, starting with their own bare earnings, overcame great obstacles and directed their enterprises to full development, there is probably no man in the Maritime Provinces who achieved more signal success than did Robert Tinson Holman, at Summerside, Prince Edward Island.

When, fifty-five years ago, Mr. Holman started in business, the village of Summerside was hardly more than a name, and the business was of about equal importance. It was a proposition that called for self-reliance, aggressiveness, integrity and ability, and these, applied to the business, account for its continued progress. It outgrew one building after another until 1894, when it removed to a new home, where every facility had been wisely planned for its expansion. The general store above occupies over 60,000 square feet of floor space, to say nothing of large warehouses adjoining, besides other auxiliaries, which give the business an exceptional storing capacity.

When R. T. Holman died the business fell on younger shoulders, and, following up the progressive policy of the firm, the managers were keenly awake to every opportunity for better service and broader development.

In 1909, they decided to enter the mail order field. It was a departure in which strenuous competition from other mail order houses in Canada had to be taken for granted, and although the cost of a large semi-annual catalog is no small item, perseverance, enthusiasm and confidence soon eliminated all element of uncertainty. It is safe to say that the Holmans will duplicate their past achievements in this venture.

The firm is gradually doing away with all questionable credit business, and it is interesting to know in connection with this fact that the increase in cash business has grown until it established a record unprecedented in the history of the concern. At the same time, customers are being educated to the advantage of cash buying with mutually beneficial results.

Such has been the growth of the dry goods department —one of the most up-to-date sections of this business— that it has become necessary to secure larger quarters for the ready-to-wear department in order that other departments would also be relieved of congestion. An annex was therefore built especially for ready-to-wear garments. This section has every essential of satisfactory service, and the wisdom of the change is evident in the impetus that it has given all departments.

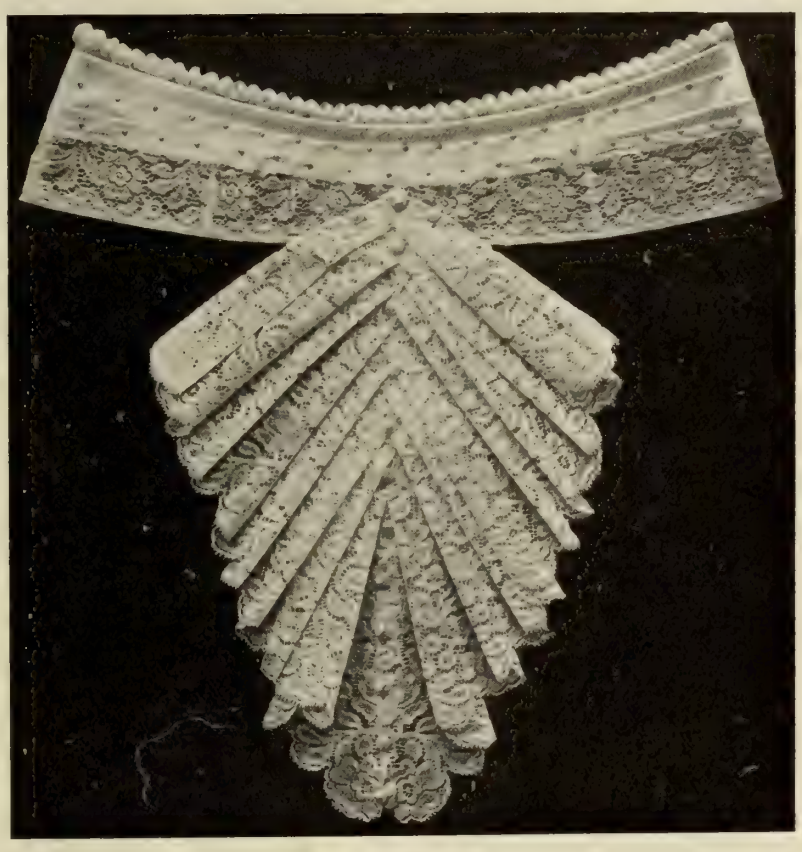
Summerside has had two semi-weekly papers. Thus the firm has not the advantages offered in many towns with their daily papers. Advertising is therefore a big problem. The local papers are used regularly as well as considerable space in outside papers, the latter being used more for the mail order business. A line of advertising that has also been adopted with good results is a Saturday handbill listing special lines or leaders.

Although always an important branch, the wholesale end of the business has heretofore been conducted largely from the headquarters in Summerside, and was not encouraged to any great extent. In future, however, this service will be augmented by a staff of traveling salesmen, who will call on the trade shortly for Spring, 1913, placing, and manufacturers and wholesalers should get in touch with Holman's in their new capacity.

The great success that has marked this business record of more than half a century adds significance to the Holman slogan, "The Island's Biggest, Best and Busiest Store."

One of the New Models

Pleated Jabot and Stock



NO. 55

OUR showing of neckwear is representative of the latest New York and Paris creations, copied exactly or applied in modified forms to suit the Canadian requirements.

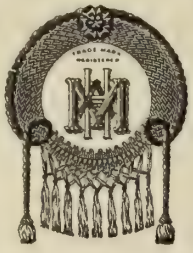
Sanderson's neckwear has always been popular with the better trade.

We have complete stocks of "Veilings," "Laces," "Dress Trimmings," Embroidered flouncings and allovers in all widths.

The new is always found here.

Sanderson's Limited

66-68 Wellington Street West **TORONTO**



RELIABLE TRIMMINGS

OUR values are standard for Canadian buyers. Our line is known as "Honest goods at honest prices," and we aim always to live up to this reputation.

We make
FRINGES
FRILLINGS
BRAIDS
CORDS
TASSELS
and Silk ORNAMENTS for Dress and Cloak Trimming, and for Furs.

Our designs and styles are correct and up-to-date.

WRITE FOR SAMPLES

The MOULTON MANUFACTURING CO.
LIMITED
MONTREAL



THE
BUTTON
SEASON

FOR 1912

Will be marked a general one. It will not drift into a few sizes but will be

Buttons, Buttons and Buttons

Large and Small of all kinds and sizes in Silk, Satin, Velvets, Crotchets, Ivories, real Horn and Pearls.
We again succeeded in procuring all our pearl Cabinets with big quantities on the large sizes.
Our Imperial is a sale winner on any retail counter. It's put up 2 and 4 hole fine pearl with 50% more large sizes than small.

Write for sample Cabinet
Special attention given to all Mail Orders

THE ONTARIO BUTTON CO.
BERLIN, ONTARIO

PEWNEY'S KID GLOVES

Write for sample orders of

GLACE KID SPECIALS

at $6.50, $9.00, $10.50, $11.50, $13.50, $15.00 and $16.50.

also Suedes

See our samples of the new Velour finish Real Mochas for Fall in Ladies' and Men's.

Greenshields Limited
MONTREAL

PARASOLS
AND
UMBRELLAS

Special Attention
to
Letter Orders

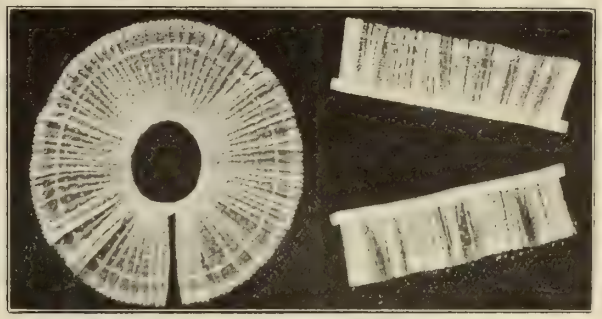
THE IRVING UMBRELLA CO.
LIMITED
79-83 Wellington St. West - Toronto

DOMINION BUTTON MANUFACTURERS, Limited
57 WATER ST. NORTH, BERLIN, ONT.

MANUFACTURERS OF

Fine Lines of Buttons—
Ivory, Horn, Pearl and Pearlette





To the Trade:
A NEW FIRM

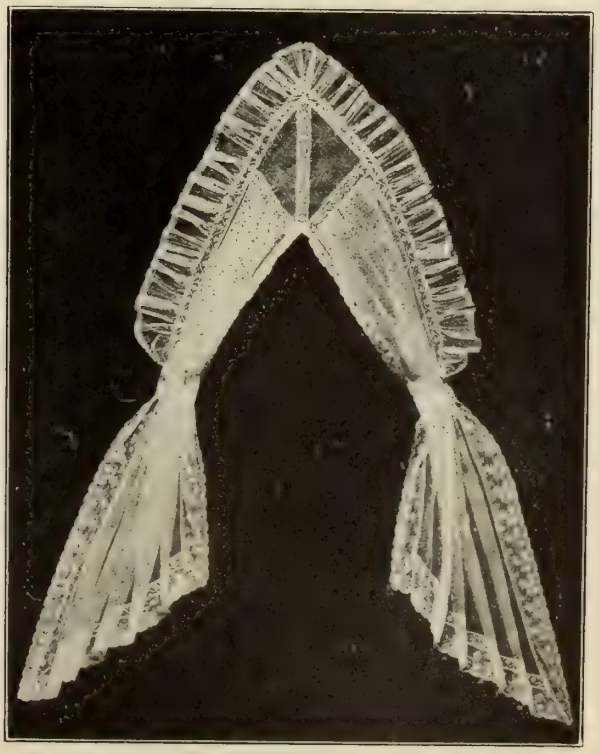
We wish to announce to the Dry Goods and Fancy Goods Trades that we have just completed a most up-to-date range of

Dress Accessories, Fichu Collars, Jabots, Bows and Neckwear Novelties of all kinds.

Note the two illustrations. Samples sent on request. All orders receive our personal, prompt and careful attention.

A new factory with latest facilities.

The Feick Manufacturing Co.
Berlin, Ontario



To the Wholesale Veiling, Millinery and Notion Buyers

We beg to announce that we carry a complete line of **VEILINGS, MALINES, CHIFFONS, SCARFS, NETTINGS, LACES,** and **HAIR NETS** for the **WHOLESALE TRADE** exclusively in **STOCK** at all times.

We are direct manufacturers of the above articles and can assure satisfaction in price and quality. We would be pleased to submit samples at your request.

We Do Not Sell To Retail Trade

NOVELTY IMPORT COMPANY

76 Bay Street, Toronto

Factory: 12 Place de la Martiniere, Lyons, France



How About Your Import Lines for Christmas and Spring, 1913?

Do you want to have exclusive patterns and designs? Then see our range of samples—the cream of European production.

Laces of every description, at all prices.

Embroideries, the very newest designs.

Curtains and Curtain Materials

Handkerchiefs, some very dainty patterns for Christmas trade.

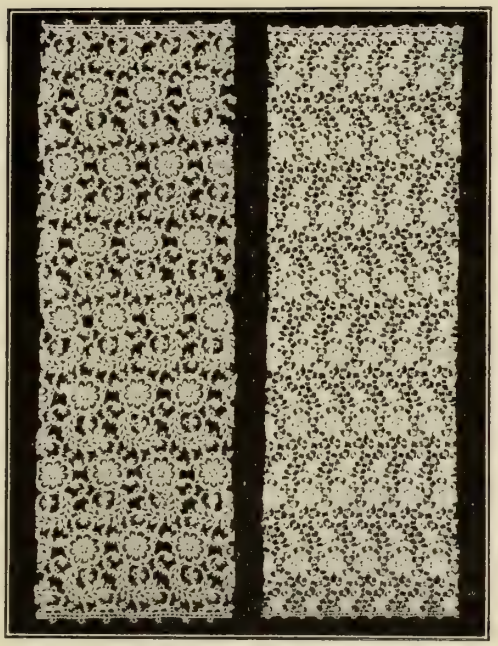
Lace Collar and Cuff Sets

Our salesmen are now showing samples. It will be to your advantage to see them.

McFADYEN, VALIQUET & SHEA

59 ST. PETER STREET, -:- -:- MONTREAL

LACES AND TRIMMINGS

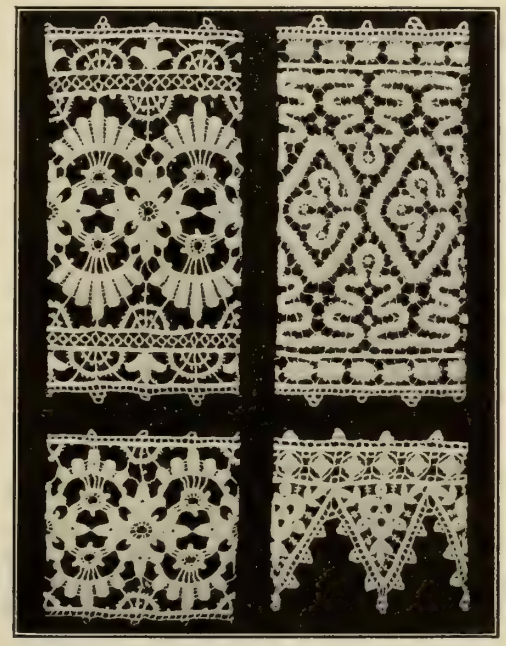


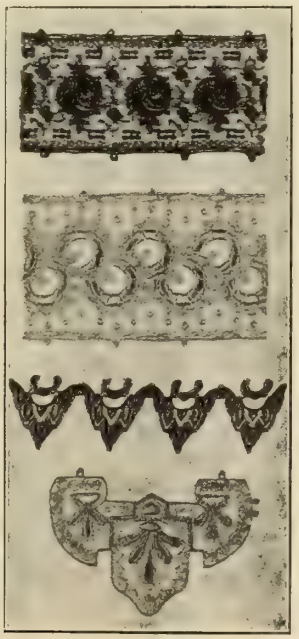


For Thirty-Five Years We Have Been The Leading House In Our Line.

—

We Know The Correct Styles For Fall.





It Will Pay You To Send For Your Wants Or Call At Our Ware-House.

FLETT, LOWNDES & COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS

142-144 FRONT STREET WEST, - - TORONTO, CANADA

Foss & Stuffmann, Ltd.

beg to announce that their salesmen are now showing their complete set of Laces and Embroideries for Spring Importation.

Their selection is replete of new lines and specially selected values at most advantageous quotations.

Inspection respectfully solicited.

Montreal, July 1st, 1912.

Foss & Stuffmann, Ltd.

St. Helen Street = = Montreal

Foss & Stuffmann, Ltd.

There are some of the lines in which we are specializing—

Laces
Embroideries
Dress Trimmings
Ribbons
Hosiery
Corsets ("W.B." and "P.D.")
DeBevoise Brassieres
Curtains, and Curtain Materials
Etc., Etc.

Foss & Stuffmann, Ltd.
St. Helen Street = = Montreal



DRESS GOODS and FABRICS

The Buyer's Viewpoint

Novelty shades talked of for the Fall season include brownish reds such as cedar, mahogany, terra cotta, and Indian red, and for evening wear, yellow, apricot, peach pinks and Persian blues. Blue greens are considered among the coming shades.

Customers inclined to favor broad silks in preference to narrow widths for other than high novelties and trimmings.

In buying for Spring, 1913, general tendency favors heavier cotton fabrics — Serges still the fabric list — Blue strong in Fall colors — Paris indicates revival of plaids — These will be taken up later by better trade — Strong position of silks and pile fabrics.

THE present season in cotton fabrics is about over, the only business passing being in the nature of filling in, where possible, scarce lines in Summer stocks. The trend of selling has, however, been carefully watched because of the influence it may have on the cloths bought for Spring, 1913. Already staple fabrics and cotton fabrics for the cutting-up trade are on the market for that season. Ginghams are being shown and advance orders are being placed. Selling for the present Spring has brought the heavier cottons to the fore, the demand being strong for reps, cords, welts, cotton panamas and cottons in suiting weights.

The high novelty this Spring was the much discussed sponge cloth or agaric and Turkish toweling, and these cloths have scored such a measure of success that their appearance another season is a settled point. Piques and welts have been in the novelty class, and will undoubtedly be in the list of prominent fabrics another season.

In lightweight goods voiles have been the leader, and in white particularly, the sale has been decidedly large—so large that white voile will again be taken as a leading lingerie fabric for another season.

Late advices from Paris speak of dotted Swiss and printed cambrics and batistes as prominent there at the present moment.

Illustrative of the trend of selling, it may be mentioned that dress linens, particularly in pink and blue, are decidedly scarce at the present moment.

More Interest in Cloakings

Active demand for Chinchillas and heavy diagonals — Cloakings with velvet finish the novelty—Serges, whipcords and tweeds the leading fabrics.

There has been a very considerable improvement during the past few weeks in the tone of the fabric market, so much so that the heavy duplicating months of July and August are pleasurably anticipated. Practically all houses are participating, and when Fall business is touched upon the trade takes a decidedly optimistic tone. A feature that should be commented upon is the increasing demand for higher grades of goods, and it is not unusual to hear the comment made that the better goods sold first, and it is sure that buyers, as a rule, are more easily induced to buy better goods. That cheaper lines are the slow sellers is a very usual remark these days.

Notwithstanding its long season of popularity, serge still stands at the head of the fabric list. Immense orders have been placed on serges suitable for

one piece dresses and for children's wear. For suitings and for the counter trade, diagonals lead, followed by cheviots and peebles. Whipcords in winter weights are the strongest rivals to serge. Present business in serges is confined chiefly to navy and cream. Cream serges have sold freely in spite of the adverse nature of the season, and creams are being sampled extensively for Fall selling, and also for the Spring of 1913.

Blue is strong in Fall colors, particularly in dark and mid navy and cadet. Nut browns, pheasant tans and leathers are decidedly good, and there is some interest developing in French grey.

On this market, Bannockburn and diagonal weaves in tweeds are being well taken in sporting and heather mixtures in brown and bronze tones. Tweeds of this class have a raised or brushed finish.

Whipcords are selling both in solid colors and in two-tone effect. As a rule, preference is given to two-tones with the rib in one color and the ground in contrast. This is the staple end of the business which, of course, has made more progress than the novelty end.

In novelty fabrics piece dyes are advancing in favor and curls, ratines, sponge cloths or chinchillas are being produced in the leading shades. This also applies to velour cloths and the new velour de laine or wool velvet. Other novelties consist of boucle and freise effects.

The latest news from Paris indicates that there is a revival in plaids pending and as the season advances plaids will be taken up by the better trade. This revival is certain in cloakings and is being brought about by the use of mackinaw effects which promise to be a strong novelty feature. These cloths are now on order in large and medium blue plaids chiefly in blue and black.

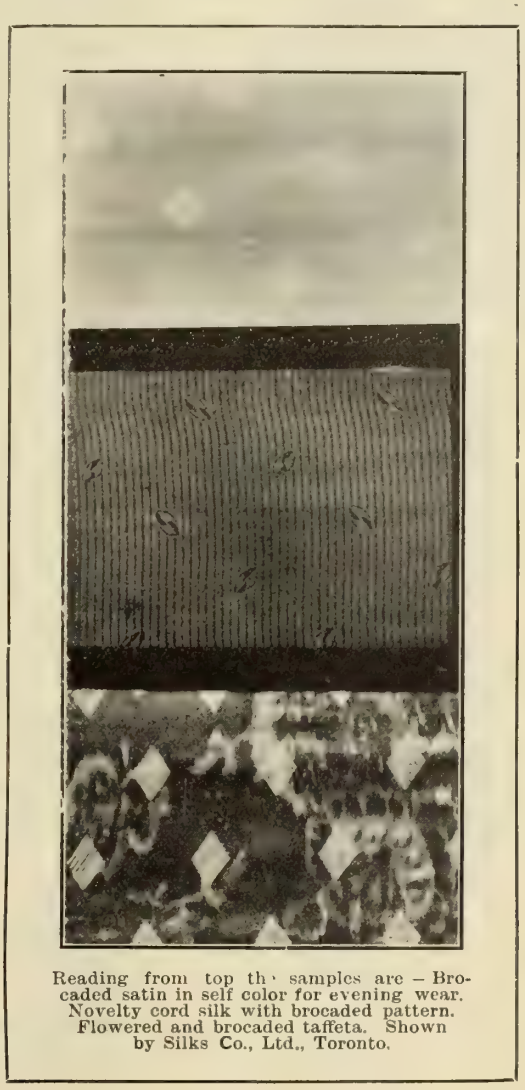
More interest is being taken in cloakings than was expected at the beginning of the season. There is an active demand for chinchillas and following on the lines in dress fabrics heavy diagonals are ranked among the best sellers. Some business is being done in reversibles but these cloths are not looked upon with any great favor. Blanket cloakings and cloakings with a velvet finish, are first in the novelty class.

Continued Favor for Silks

High favor for pile fabrics is also one of leading features of Fall season — Charmeuse, meteors, and soft crepey weaves strong in Paris.

The season just closing has seen silk fabrics decidedly in the lead, and there is no questioning their position for Fall selling fashion's influence is strongly in favor of silk, so much so that even the smart tailor-made is developed in silk, and only silk is considered when the gown is for dressy wear. This means that the demand is of a broad nature, and that a wide variety of silk fabrics are selling.

For Fall, satin-surfaced fabrics lead, and the latest news from Paris goes far to confirm their supremacy for some time to come. Libertys are decidedly strong, and all soft lightweight satins will be free sellers, both in day and evening shades. Though there has always been a certain element of doubt in the position of taffetas, they are selling, and there is no evidence that they will be displaced at any rate for another season. Silk shots are the sellers, and save for special purposes the demand for plain taffetas is limited.



Reading from top the samples are — Brocaded satin in self color for evening wear. Novelty cord silk with brocaded pattern. Flowered and brocaded taffeta. Shown by Silks Co., Ltd., Toronto.

The coming demand promises to be strong for charmeuse, meteors, crepe de Chine, and soft crepe weaves. Charmeuse, particularly in white and black, is extensively used by the leading Paris model houses. Paris also is reviving pongee and shantung, and suits and dresses of white shantung with the skirts accordion-pleated are among the high novelties.

Serpentine Crepe



The fall and winter (1912-13) styles of Serpentine Crepe are now in the hands of the jobbers. They comprise many new, rich and effective designs in popular color combinations and we believe are destined to even greater popularity than ever before.

Dealers should place their orders early while there is a complete complement of the latest styles. For the past four seasons Serpentine Crepe has been over sold and we have not been able to fill orders as promptly as desired.

SPECIAL.—To facilitate deliveries, through jobbers we pack and ship individual retail selections of 20 or more pieces, separately from any other goods going to jobbers. They will be packed in cases marked, for identification, with initials or any other marks as specified, and shipped promptly to jobbers or their customers, as instructed by the jobbers from whom the orders are received and to whom the goods will be billed.

FREE PUBLICITY HELPS **We shall be pleased to co-operate with retailers in every manner consistent with sound business policy; with this end in view we furnish free to dealers very many selling helps such as cut-outs, swatch books, ad. leaflets, fashion plates, calendars, electrotypes illustrating latest fashions in negligee wear, etc. Write us your needs.**

PACIFIC MILLS BOSTON

U. S. A.

ROBE-LAND FLEECE

GERMAN FELTED FINISH



The popularity of this fabric is now unquestioned. No other fabric can take its place. The fall and winter (1912-13) styles are a long step in advance of anything heretofore attempted in cotton fleece. It has an even nap; it is printed on both sides; this season's cloth is 18% heavier than last year's. In addition to the regular floral and oriental designs there are printings in plaids and checks; with many artistic designs having checks, stripes or plaids on the reverse. These make a very fetching effect in the "roll-overs" on robes, smoking jackets, lounging wraps, etc.

SPECIAL.—To facilitate deliveries, through jobbers, we pack and ship individual retail selections of 12 or more pieces, separately from any other goods going to jobbers. They will be packed in cases marked, for identification, with initials or any other marks as specified, and shipped promptly to jobbers or their customers, as instructed by the jobbers from whom the orders are received and to whom the goods will be billed.

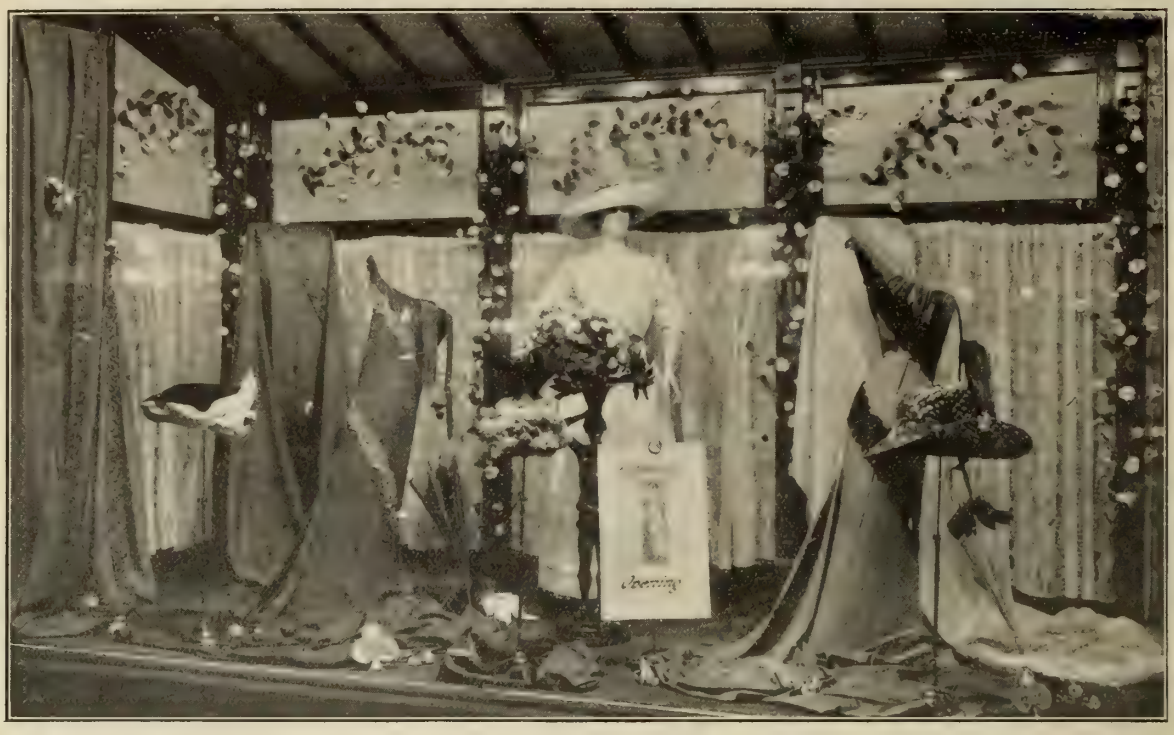
FREE PUBLICITY HELPS **We shall be pleased to co-operate with retailers in every manner consistent with sound business policy; with this end in view we furnish free to dealers very many selling helps, such as swatch books, ad. leaflets, fashion plates, electrotypes illustrating latest fashions in negligee wear, etc. Write us your needs.**

TRADE PACIFIC MARK

PACIFIC MILLS, BOSTON

TRADE PACIFIC MARK

U. S. A.



An opening window by R. J. Macbeth, for Finch Bros., Hamilton, showing artistic combination of fabric drapes, millinery and garment in dainty floral setting.

Another silk that is rapidly coming back into favor is habutai, and the warmer weather is bringing along an active demand for medium and better grades of this silk. The better trade is taking it up both in plain and striped patterns chiefly used at present for the making of silk skirts. Large buyers are placing good advance orders for this silk for 1913, as they have every confidence in the extension of this vogue.

Fancy silks showing run to stripes, floral printings and brocades. For popular trade, small designs in classic patterns in self colors are strongly indicated both on new cord and on soft satin grounds. Novelties in ombres are showing, and two-tones in cords and Ottomans, and changeables in satins and taffetas are leaders in silks for the early Fall.

While there is much talk of novelty colors for the Fall season, the colors selling at present are confined to a limited number of shades. Blue is the big seller followed by tans and browns with pastels decidedly in evidence for evening wear. Sky, pink and helio are the best selling colors, and white and black are decidedly strong.

Novelty shades talked of include brownish red shades such as cedar, mahogany, terra cotta and Indian red, and for evening wear to yellow, apricot, peach pinks and Persian blues. Blue-greens are in the list of coming shades.

There is a decided tendency towards the use of transparent fabrics for evening wear, with chiffon, ninon and ninonette, and also nets and tulle much in evidence. These fabrics promise to be used in combination with satin, taffeta and lace.

Retail buyers are advised to stock fabrics where possible in broad silks, as customers will buy them in preference to the narrow widths, as they cut to much better advantage. Only high novelties and silks intended strictly for trimming purposes should be stocked in narrow widths.

Velvets, velveteens, plushes, seal plush and fur fabrics continue to advance in favor, and the strong position of pile fabrics constitutes one of the leading features of the coming Fall season.

Paris is Favoring Satins

Liberty and Charmeuse are used with great success — Re-appearance of broadcloth important feature in wool fabrics

(Staff Correspondence)

Paris, France, June 22.

Satin is running taffeta very close, as the first favorite in silk fabrics in Paris just now, and many of the most successful of the later models are developed in this fabric. Callot Soeurs are partial to satin, and Beer is using both Liberty and charmeuse with great success. White satin dresses are much worn in the afternoon, both in simple and in elaborate models. Brocaded taffeta is the latest fabric

(Concluded on page 128)

When Does a Dime Equal Fifteen Cents?

When it's used to buy a

New Idea Pattern

The New Idea was the *first* ten cent Pattern. It is still the *first*. And it always will be.

It pleases customers. A pleased customer goes back to where she was pleased. That means more business for the dealer who sells what pleased her.

If there's no New Idea Agency in your locality we'd be pleased to hear from you. When you hear what we have to offer you'll be pleased too.



The New Idea Pattern Company

Home Office: 636 & 638 Broadway, New York

Chicago, Ill., 201-205 West Monroe St.
St. Louis, Mo., 1631 Washington Ave.
San Francisco, Cal., 27-29 Stevenson St.
Toronto, Ont., Canada, 70 Bay Street

How to Make Effective Silk Displays

The most successful color combinations to follow — No more than three forms should be used in an average window — Displays for evening wear or full dress occasions — Rules to follow in treating wash and wool dress goods trims

(By H. C. Macdonald, Murray-Kay Co., Toronto, President C.W.T.A.)

IN making a silk display in an ordinary window with a frontage of twelve to sixteen feet, better effects will be had by not crowding in too much material. For such displays as silks the less goods used the more exclusive will the effect be. With more room each pattern can be spread more freely, and in this way produce a full dress appearance, that should be worked for in displays in rich evening silk. No more than three forms should be used in an average window. If the goods to be displayed are very rich, the use of two will be better, and a few stands draped. Allowing the goods to fall in plain folds on the floor, will give a more stocky appearance.

This will give prominence and form a contrast with the form as the centre of the display. In making stocky displays of popular-priced goods, three or four forms with piles of silk between will give a chance to show more patterns and each form demonstrate its use. In ordinary displays the two corners can be draped, using stands of a height of seven or eight feet, allowing the goods to fall on the floor.

Very plain background gives the best effects for evening silks.

Cream white should be the preference,, as it will soften all the colors of the goods to be shown, and will give a full dress appearance. Boston ferns, asparagus, vines, palms, flowers, will form a good decoration by adding quantities of artificial roses in colors that should not be so pronounced as to rival the goods. In this case, it is advisable to use two or three tones lighter of the same color as may be found predominating in the goods.

Displays for evening wear or full dress occasions will be aided by such accessories as will suggest an interior of a reception or ball room. Pedestals and large vases, statuary and candelabra will give good results if well suited to the general schemes. When making use of a pedestal it will be found to lend itself nicely to drape silk over in graceful folds forming a combination with the form. Large pieces of dressy neckwear, such as feather bows, large scarfs, collarettes, can also be thrown over the pedestal. Fans, gloves, evening hats, lorgnettes, plumes, flowers and laces will all add to a good display.

Great pains should be taken in well defining the characters of the goods and in classifying the silk used for different purposes. In classifying, it will be well to know the particular use of each silk—if for evening wear, semi-dress, etc.—and avoid mixing one with the other. In making street wear displays, avoid too many accessories, such as would produce the effect of an interior. In this case, it is always best to suggest outdoors, either by plain background or giving an outdoor effect. If one is fortunate enough to have permanent background of mahogany or any other hardwood finish, avoid the use of too much color and too much draping. In such windows, large bows of ribbon of color to harmonize with the goods will be found all that is necessary with an addition of street gloves, hats, leather goods or any article completing an outdoor toilette.



H. C. MACDONALD
Decorator for the Murray-Kay Co., Toronto.

COLOR EFFECTS IN SILK DISPLAYS.

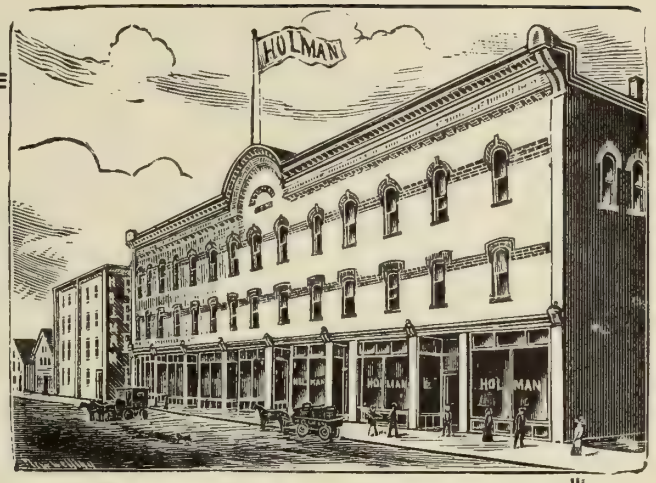
The best color effects will be obtained by making displays, using material of but one color in all its different tones, from light to dark or semi-tone. For example, a display of turquoise blue, in all its different tones from light to dark, will always please the public, and it will be an easy matter if the arrangement of tones is kept in normal colors.

In using silks with white or cream backgrounds, figure in certain colors, select all the patterns that will have the same color, making a display of one color scheme. These can be given a finish by trimmings with cream lace and a little touch of black

Announcement

TO THE WHOLESALE and RETAIL TRADE—
A NEW WHOLESALE FIRM IN PRINCE EDWARD ISLAND IS

R. T. HOLMAN, LIMITED
Summerside



ESTABLISHED
1857

THE ISLAND'S
BIGGEST, BEST
AND BUSIEST
STORE

The firm of R. T. Holman, Limited, Summerside, P. E. I., who have been doing a rapidly increasing retail business for over half a century, have definitely decided to enter the wholesale field on an extensive scale.

Holman's have been issuing a big semi-annual Catalog for some years past that is unsurpassed by any in Canada, and have developed a business without an equal in the Maritime Provinces.

They have instituted a thoroughly organized wholesale department and wish to come in touch with manufacturers and wholesalers in this connection. Manufacturers unrepresented in P. E. Island should write Holman's promptly, submitting samples and quotations.

To the Retail Trade of Prince Edward Island

Do not place for Spring, 1913, until you see Holman's complete line of samples in staple and fancy dry goods, ready-to-wear goods for men, women and children, as well as crockery, hardware and groceries.

Their traveller will call in ample time for Spring requirements, and merchants should secure their prices before buying.

We bespeak for this enterprising firm a generous share of patronage, and confidently believe that in the near future one of the leading wholesale houses in Eastern Canada will be

R. T. HOLMAN, LIMITED
SUMMERSIDE, P. E. I.

PRESIDENT MACDONALD.

THE author of this article, H. C. Macdonald, head of the display department of the Murray-Kay Co., Toronto, is a window trimmer of wide experience. His displays invariably suggest an appreciation of artistic values in draping, posing, and the application of decorative effects.

It was as a buyer and salesman of men's furnishings that Mr. Macdonald first realized that in the art of displaying goods there was a promising future. That was eleven years ago, and following out his determination to devote himself to that work, he missed no opportunity for improvement. Most valuable were his experiences with Wanamaker's, New York; Hillman's, Mandell Bros. and Marshall Field's, Chicago. He had charge of the display department for a number of important Canadian stores, namely, McLaren & Co., St. Catharines; J. H. Chapman & Co., London; Richard Hall & Son, Peterborough, before assuming his present position with the Murray-Kay Co. Here he has had excellent opportunity to demonstrate his ability in window and interior decoration, and a striking evidence of his success was his election to the presidency of the Canadian Window Trimmers' Association.

Mr. Macdonald has won a number of important prizes in competition with some of the best men on the continent. He allows no occasion to pass that promises to perfect him still further in his profession and the knowledge that he has gained in this way he applies to practical advantage in conducting his department.

The accompanying article deals in an interesting way with a subject upon which every window trimmer should be able to speak with authority.

velvet ribbon. If the silk should be pure white, avoid cream lace. All the trimmings of garniture should match each pattern of colors. To give more finish, the use of jewelry, corsage ornaments, buckles or ostrich plumes as the occasion to be emphasized may demand, is suggested. Combinations of colors in vogue will always be attractive.

As an illustration, we suggest here a combination of three pieces of cream-white brocaded silk to be draped on black ground, and pedestal and two pieces of cream silk figured with lavender and light green. Dress the form and finish with the addition of green and lavender velvet ribbon over a foundation of cream lace, one or two hats of the same color schemes, cream gloves and a background of cream white. In evening shades the following combinations will give good results:—

LAVENDER—With turquoise blue or salmon pink (in this combination using only a small quantity of the pink) golden brown, chocolate brown, bronze brown, Nile green, maize yellow.

LIGHT BLUE—With navy, blue or Nile green, light salmon, pink, very light rose pink, heliotrope, silver grey and shades of brown.

TURQUOISE BLUE—With light yellow, green or olive green, moss green, Nile green, burnt orange (in small proportion) maize yellow, light brown, light rose, pink, chocolate brown, lavender, light blue, grey.

SALMON PINK—With blue, grey or light brown, very dark orange, yellow, light turquoise.

Black and white will always produce a good effect with any of the light combinations.

FOR STREET WEAR DISPLAY.

In making a brown window, such shades as salmon pink, yellow in shades of light and dark Nile green, rose, old gold, dahlia, wine, if used in small quantities, as are often suggested in the trimming of dress together with articles of leather and accessories used for street wear will make a most complete display.

In dark colors the following combinations will bring good results, navy, black, with plum or Nile green, russet brown, old gold, emerald green, dark red, scarlet, black and white, light blue, Gobelin blue and green, maize yellow, burnt orange, golden brown.

BRONZE GREEN—With light sage, green or light blue-green, light turquoise, golden brown, navy blue, light tan.

Grey with black and white, light blue, lavender and blue, pink and light blue, yellow and orange red, Nile green.

For all displays of velvet the same combinations can be applied.

DISPLAYING WOOL DRESS GOODS.

Wool dress goods displays should not be so dressy as silks. The background should be very plain, avoiding art accessories and such decorations as would be too suggestive and take away the effect of plain goods. Avoid too much lace and dress trimmings. The less used the richer the dress goods will appear. It would be better to use only smart quantities such as would be suggested in a make-up garment. The best color effect will be had in making a one color scheme as described for the silk display or in forming a combination by adding dress trimming and a very small percentage of a contrasting color.

One of the Hundred Ways to IMPROVE Fall BUSINESS

HANDLE OUR COTTONS

The Greenshield cotton values are recognized throughout the Canadian dry goods trade as the standard for this market. Every number in the range, from the lowest priced unbleached to the finest Cambric and Longcloth are A1 value. Improve your Fall business by stocking some of the Greenshield cottons.

THE RANGE

Sheetings in bleached and unbleached, in plain and twill.

Pillow cottons from 40 inch to 50 inches wide, circular, fine finishes.

Longcloths, Lonsdales, Madapoloms, Steamlooms in all weights and qualities.

We positively excel in fine Bengal greys and heavy unbleached cottons in all grades, and particularly make a specialty of our grey department.

We would ask our clients who already have not had any W. H. S. M. A. grey cottons to ask for samples. Also our special brands of Whites, Maple Leaf, Beaver, and 300.

CASE LOTS

If you have a line that is a particularly good seller with you, you will find that it will be to your advantage to buy it in case lots.

We stamp case lots with your own trade mark, which gives your store prestige with your patrons, and gives you a strong talking point in advertising.

When our representative calls on you it will be worth your time and trouble to look through the range and place your Fall and Winter orders. Look into the case-lot buying proposition.

GREENSHIELDS LIMITED

MONTREAL



A suggestive Summer display for R. T. Holman, Ltd., Summerside, P.E.I. The floor of this window is arranged in steps. Cards illustrating latest vogue are so placed as to admit of satisfactory view; the background is of glass showing store interior.

A few furs will add to the completion of a display, also a hat to match and leather goods and street gloves. Avoid too much draping, using combinations of forms and stands that should have a height of one to two and one-half feet higher than the draped forms.

EFFECTIVE WASH DRESS GOODS TRIMS.

Wash dress goods will make pretty displays with combinations of ribbons, wash laces, hats and gloves to match each costume. The best results would be obtained by showing one class of merchandise and as near one price as possible. The color effect should be similar to that described for the evening silks.

Paris Favors Satin.

(Continued from page 122)

for Summer tailor-mades, and silk Bedfords, failles, Ottomans and cord silks are safe to make their appearance at the August openings.

Crepe de Chine is more used for long mantles than for dresses, but charmeuse particularly in white is in high favor. Elegant coats made of brocaded silk or satin are worn with skirts of charmeuse, satin or broadcloth.

During the last few weeks, Shantung has made a reappearance, white, natural, pale blue and rose being the colors most frequently. Dresses and tailored suits of this fabric are smartly made with accordion pleated skirts. Very little silk voile or marquisette is seen, chiffon and tulle being the transparent fabrics in vogue.

The most important feature in wool fabrics is the reappearance of broadcloth, and the anticipated use for Fall of covert cloth.

Black and white combinations are the rage again in Paris. Other colors worn are sand, natural, brown and grey. Some houses are striving to introduce red, and the most success has fallen to a begonia shade.

J. F. Cairns' department store, Saskatoon, was completely destroyed by fire July 1. The fire is believed to have started from defective wiring. The insurance amounts to $300,000, and the loss will probably be above that figure. At the time of the fire, Mr. Cairns was on a trip to the East. A new five-storey building is at present being erected.

Major C. J. Catto, junior partner of the dry goods firm of John Catto & Son, Toronto, was drowned at Rideau Ferry, near Perth, June 30. He was out on the lake in a canoe alone at the time, and was unable to swim. His body was recovered shortly afterwards. He was 44 years of age.

Calgary is the first of the large Western cities to take definite action to secure the benefit to be derived from the opening of the Panama Canal. Invitations have been issued for a conference of the officials of the boards of trade of the Province to be held in the near future, at which the advantages accruing to Western Canada will be discussed and committees appointed to devise ways and means to take advantage of these benefits. Other towns are rapidly falling in line and the conference promises to be largely attended.

Nisbet & Auld, Limited

Autumn 1912

Quality
Style
Price

The Key-note to Our Success

Departments:—

Men's Fine Woollens
Ladies' Costume Cloths and Coatings
Household Linens
Tailors' Trimmings
VICKERMAN'S Serges
"EMPIRE" Satin Linings

Montreal
207 St. James St.

Toronto

Quebec
5 Bloc Parent



BUYERS!

In completing your stock of Fancy Goods, etc., for the coming Fall Trade, don't fail to carefully inspect our range of

Drawn Linen, Embroidered Linen

Baby Irish, Battenburg

Handkerchiefs (Silk, Mercerized, Linen)

Windsor Ties and Motor Scarfs

The range is attractive, and values are such as will appeal to you.

The Silks Company, Limited

24 WELLINGTON ST. W.
Toronto

BRUNER BLOCK
Calgary



The
House
for Specials
in Plain and
Fancy Silks that are
live issues to the trade.

The Silks Company,
Limited
Toronto :: Calgary

Shots and Plains—Japs and
Europeans—all makes.
Brocades, Stripes, No-
velties, double and
single widths.
Extra good
values.

COUNT NOTHING LOST

WHY mark down any fabric in a Dry Goods store because in color or design it has not struck the popular fancy?

WHY push aside goods that are some faded or shop-worn and count them as dead stock?

WHY allow costly plumes and feathers to be sold at a large sacrifice because they've lost their original freshness?

—With our large modern dyeing and finishing equipment we re-dye and finish all fabrics, making them as new goods fresh from the mill. Our success in handling feathers and plumes is well proven.

Been doing this work for the trade for over thirty-five years. Let us send you booklet and other information.

R. PARKER & CO.
MERCHANT DYERS
Toronto - Canada

"MEN'S WEAR" says: "Tailors and Outfitters all over the world are greatly indebted to Messrs. Samuel Kirk & Sons, Ltd., for the perfection to which they have brought their permanent finishes for linings (Italians, Mohairs, etc.)"

THE BEST ITALIAN LININGS BEAR THE

KIRK

Stamp as below:



BDA
KIRK'S PERMANENT FINISH

THERE ARE TWO FINISHES WITH THIS NAME AS A GUARANTEE OF EXCELLENCE IN BRILLIANCY, PERMANENCY & STRENGTH

(1) The Original "Permanent" Finish

(2) "Velper," *(Regd.)*

The Velvety Permanent Finish for those who prefer a soft handle.

BDA (Copyright)

Patterns showing either finish can be had on application to

The Bradford Dyers' Association, Ltd.
39 Well St., Bradford, England

London Offices: 128-129 Cheapside

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

EDEN CLOTH

REGISTERED



The Perfect Woven Wash Flannel

28 in. Wide Fast Colors

This well known wash flannel comes in a wide variety of distinctive styles and colors. It gives unusual service and makes up attractively into shirt waists, house gowns, pajamas, night gowns, childrens' dresses, etc.

The fine soft finish, beautiful texture and original patterns are immediately appreciated.

EDEN CLOTH sold through jobbers. Ask your jobber to show you the line, or write us for samples.

We furnish Electros, show cards, etc. Write for ad Bulletin.







Smith, Hogg & Co.

115 Worth St. New York City

Every yard stamped "EDEN" on selvage

SCHMIDT & LORENZEN

Everything new and up-to-date in

SILKS

for Fall 1912

Branches: **Berlin, Zurich, Crefeld.**

Branches: **Paris, Lyons, Como.**

London Warehouse---105-6-7 Wood St., London, E.C., England

Telegraphic Address—Edificant, London.

The "PIRLE" (Reg'd) Finish.

"Indispensable for the Open-Air Girl."



See what "THE QUEEN" calls the magic words THE "PIRLE" FINISH stamped on the selvedge.

A "PIRLE" COSTUME does not mark or cockle with rain.

"Lady's Realm" says:—"The outdoor girl who loves to cycle, walk, and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will remain unspotted and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."

"Madge," in **"Truth,"** says:—"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer. The Proprietors undertake to make good any material so stamped that has been actually damaged by rain."

"Pirle" finished Cloths and made-up Skirts in great variety to be obtained from Leading Importers.

BDA Copyright

If any difficulty, please write to
The Bradford Dyers' Association, Ltd.
39 Well Street, Bradford. | 128-129 Cheapside, London.
England.
Attractive showcards supplied free of charge through leading importers.

THE NAME AND FAME OF "LAMBA"

Registered

is now known throughout Canada as

The Best Fabric Ever Offered For Shirts, Night-Shirts and Pyjamas

Arrangements have been made to supply

LAMBA GARMENTS
MADE IN CANADA
by
John W. Peck & Co., Limited
Montreal Winnipeg Vancouver

who will be ready with full stock on July 1st.

Place Your Orders At Once

Lamba Shirts have the largest sale in the World. No fabric can compare with Lamba for hard wear—for beautiful colourings—for fast dyes or for any of the points *your* customers look for in the *goods* you offer.

All genuine Lamba Garments bear the Lamba label

Piece Goods Can Be Obtained

from
McIntyre Sons & Co., Limited, Montreal.
I. & R. Morley, London.
J. & N. Philip, Manchester.

KING'S Established 1775 — Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS Sold by leading jobbers — for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH Every piece perfect — Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS — They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
210 St. James Street - - Montreal

"B.B." TORCHON

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REG? B MARK

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PATENTED

THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

An Exact Reproduction of
Hand Made Lace

possessing the same exceptional qualities for appearance and durability

Manufactured of **Irish Linen,** *Silk, Wool, etc., by*

BIRKIN & CO. .:. NOTTINGHAM, ENG.

Manufacturers of B. B. Torchons, Finest Quality Valenciennes and Novelty Laces

Represented in Canada by A. B. FISHER, 400 Empire Bldg., 64 Wellington St. W., Toronto

STEFFENS & NOLLE, LIMITED

BERLIN, GERMANY

REPRESENTING LEADING MAKERS OF CLOAKINGS, TWEEDS AND SUITINGS. SPRING 1913 SAMPLES NOW OPEN FOR INSPECTION.

Canadian Office—Beardmore Building, 59 St. Peter Street, MONTREAL

Kindly mention this paper when writing to advertisers.



FAIRE BROS & CO., Ltd.
LEICESTER, ENG.
"The grip that grips and never slips"

Goes a-shopping

When she arrives at your store, Mr Dealer, see that she is not disappointed.

Ladies everywhere appreciate the advantages of these Suspenders as they grip securely without injuring the hose, and ensure the necessary straight fronted effect.

DON'T TURN MONEY AWAY

See that your stock includes the world famed

Sphere Suspenders.



MILLINERY

THE BUYERS' VIEWPOINT.

In spite of the determined and successful effort to introduce greater use of trimming, tailored models are definitely anticipated for the early season at least.

The real vogue seems to be for the black hat. Erect pile velvets are strong and velour leads with better trade. Satin and moire are booked to begin the season.

Large demand for feather effects indicated for Fall — Velour leads with the better trade — Next season styles will probably have more trimming Delightful color effects — Unique period effects to be a new feature

THERE is every appearance of another good feather season developing in the coming Fall. The season promises to open with a preponderance of medium-sized shapes, with a call later developing for large picture shapes. Though colors are showing and are selling to some extent the real vogue seems to be for the black hat. In pressed shapes, new models in erect pile velvet are strong, and velour leads with the better trade. Hatter's plush and also black beaver will sell. In made hats satin and moire are to begin the season, with velvet coming later. The combination of white and black is so good that the white hat with black trimmings is sure to be strong. White moire and also white felt hats trimmed with black will be in evidence for the early season.

There is every hope that more trimming will be used on Fall hats. Very definite efforts have been made during the season that is closing to bring about better conditions in this respect. Progress has been made and a more definite turn in the wished-for direction is expected this Fall. Nevertheless, tailored models are definitely anticipated and stocks of feather novelties to use in connection with cocades and bows of pleated ribbon are being shown.

Never before have the color effects been so delightful. Taupe and white, grey and white, black and white, and two-color effects are strong. A good deal is being done with natural feathers and pheasant and other game feathers as well as gull, guinea fowl, owl and other feathers are much used. Wings are coming into prominence and besides the small and medium-sized effects some very large wings are shown. These, as a rule, come in brilliant colors such as flame, Persian blue, foliage greens and purple.

Another feature is the many novelties in soft, fluffy effects. Breast effects will be edged with a fringe-like fluff of other feathers. Handsome fancy pieces are showing in ostrich, ostrich and marabout, red-heron and other feathers. Many ostrich novelties are shown, but French plumes, paradise and aigrette have the lead in high-class millinery. Goura and numadie also are good but not so good on the Canadian market as in the States where the wearing of aigrette is forbidden.

Late Season and Fall Features in New York

Summer felts combined with straw braid and straw buttons, faced with Java or Manila braid in contrasting colors.

Close fitting hats rather than bonnets are in demand for motoring wear. Collapsible hats are also in favor.

Efforts are now being made to bring the graceful willow plume into vogue again.

Pleatings and puffings of narrow ribbon appear on nine hats out of ten.

Untrimmed velours will, it is expected, be worn very early in the season.

Velours indicated for marked Fall favor, with velvet for dress shapes.

Dull, richer tones on the Fall color card will be the ones chosen, Barbeau blue being a sure favorite.

Four-cornered and three-cornered hats with deep coronet, on the turban order will be good.



Emphasize Your Millinery Department In Your Town By Stocking The "McCall" Line

THE Fall Line of "McCall" millinery promises more than usual interesting features to the millinery buyers of Canada.

Without exception every number will be a winner and will meet with the favor of the trade.

Don't fail to see the complete range.

THE

D. McCall Co.

LIMITED

Toronto

Winnipeg Montreal

Ottawa Quebec Vancouver

Features of Summer Trade

Revival of 18th century modes is creating more interest in Leghorn — Stunning, soft felt models in cowboy, rolled sailor, bolero, Derby and pot crowned shapes.

White is very prominent in mid-season millinery, though few hats are all white. As a rule the hat is white with the color introduced in the trimming. There is no getting over the fact that black and white is still a most fashionable combination, and the latest reports from Paris indicate that it has taken on a new lease of life.

The black hat trimmed with white is very prominent and there is a fair demand for burnt and natural. Lingeries are also much worn with dressy gowns.

Hemp and tagel are the leading straws and the revival of 18th century modes is creating more interest in Leghorn. This is an item that will possibly be of more interest later. Lewis is showing Louis XVI. hats of leghorn with the brim flaring off the face, and turned up all round, but particularly high at back and side. The underbrim is elaborately trimmed with ruches of narrow picot-edged ribbon, ribbon bow-knots and made with ribbon flowers. This is an entirely new departure, and the freshest note introduced so far. Large Louis XVI. garden hats are also much worn trimmed with flowers and ribbon and having ribbon or velvet streamers.

Lingerie hats are most elaborate, and are really only lingeries in name, crepe, taffeta, net, Malines and laces being the materials most used, and shirrings and pleatings the best-liked trimmings. As a rule, straw enters into the composition of many of these models, the brim being either of straw or faced with it, while the crown is of lace or material pleatings. Light laces, such as Chantilly, Malines and shadow are most popular.

Most of these hats are trimmed with ribbons and flowers. Large flat bows and bows formed of many loops are used. In flowers, aigrette and quill effects are good and so are wreaths and trails.

Owing to the peculiar weather conditions there promises to be a bigger demand than usual for mid-season and outing hats. Soft felts are the novelty and stunning models in cowboy, rolled sailor, Bolero and Derby and pot crowned shapes are showing. White leads, but champagne, pearl, pumpkin, tiel, ciel, pink and cerise are all good. At first sight, these hats conform to the scant trimming fad, but on closer examination it is seen that these models are well-trimmed. Much of the trimming, however, follows the lines of the hat. Tagel bands, hemp traids, Jouy silks, ribbon pleatings and bows, osprey, fancy ostrich, and medium and large white wings are the trimmings most in evidence.

Outing hats of ratine, pique and duck are a feature and these models as well as the picturesque panamas and Javas are as a rule trimmed with black velvet ribbon.

Black Beaver Hats

Large Shapes, $27.00 per doz.
Medium Shapes, $25.00 per doz.

PLACE YOUR ORDER AT ONCE

as the supply of the raw material from the English mills is limited.

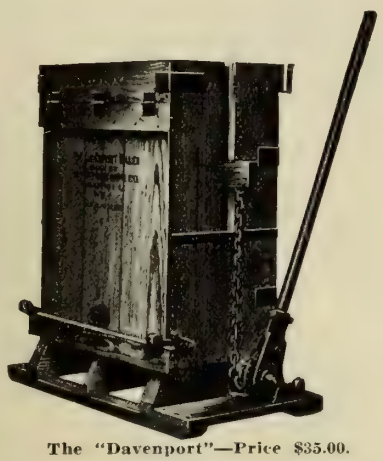
Montreal Hat & Frame Co.
388 Notre Dame Street West
MONTREAL

The Ribbon Vogue.

Ribbons are selling much more freely. Very good business is being done at the present time with white ribbons, moires and failles being particularly good. High-class milliners are buying failles, grosgrains and moires about 2 in. wide for making the ribbon pleatings now so much in vogue. Picot edges are the high novelty, and for Fall the trend is strongly in favor of novelty edges. Jacquard edges are new and will be featured for Fall.

White, pink and light blue faille and taffeta ribbons are good sellers for hair ribbons and sashes. Other favorites are black and white and navy and white striped ribbons.

The Waste Paper Question Effectually Solved



The "Davenport"—Price $35.00.

The "Davenport" Paper Baler is very simple, but exceedingly powerful and durable. Its construction is mechanically perfect in every detail. Note the simplicity of the ratchet mechanism as shown in the cut. All power parts are made of crucible steel and are therefore practically unbreakable. The wood parts are made of thoroughly seasoned hardwood. The chains used are the celebrated BBB, tested to withstand a strain of 15,500 lbs.

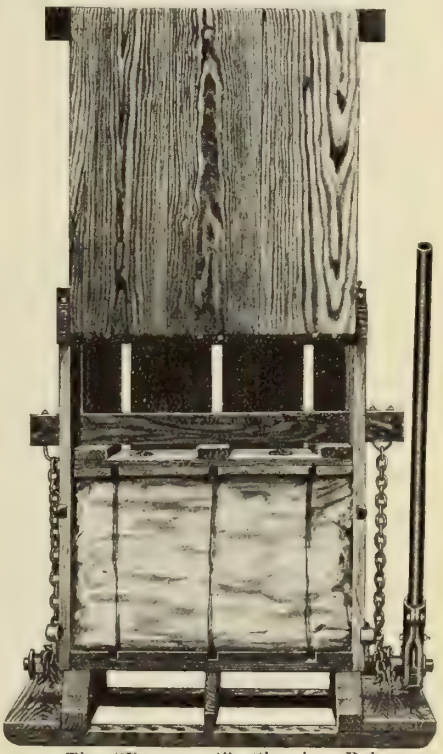
PRICE need no longer stand in the way of your turning your waste paper to profit, for in the "Davenport" and "Parr" balers you have the most desirable types of press at the lowest possible prices. They combine *all* the advantages of machines costing twice as much or even more, and will perform their work in the most perfect manner. Our $24 "Parr" Baler is the lowest priced wooden baler manufactured.

The "Davenport" Paper Balers

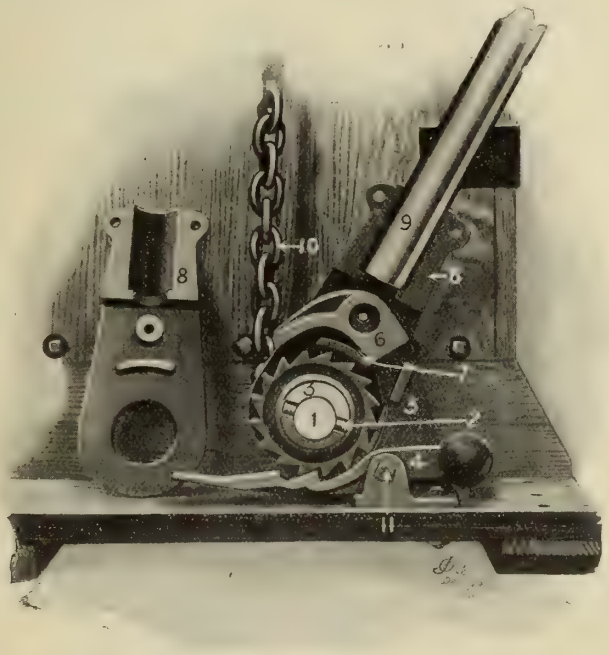
are ideal for baling paper, rags, straw, excelsior and similar waste accumulated in every store.

The baler occupied a floor space of 27x48 inches, stands 48 inches high and weighs 250 lbs. It produces a bale measuring 18x20x30 inches, weighing from 100 to 175 lbs.

Press is easily operated, has a large, convenient opening at the top, and requires only three wires for tying. Bale is firm and substantial, easy to handle and can be removed without difficulty. Over 5,000 merchants are using our balers, and they are giving satisfaction in every case. **Price, $35.00.**



The "Davenport"—Showing Bale Compressed and Wired.

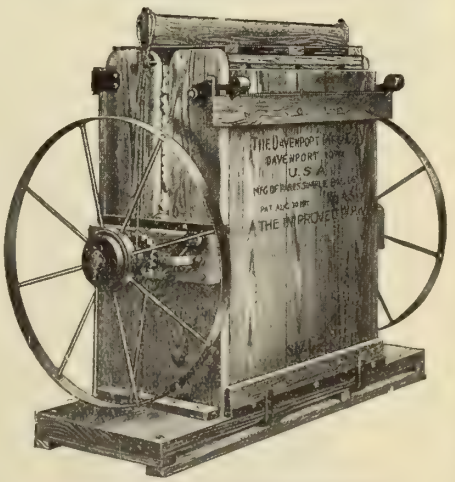


Ratchet Mechanism of the "Davenport" Paper Baler.

"Parr's" Improved Paper Baler

$24.00

We make four different styles and three different sizes in "Parr" Balers priced at $24, $28, $30 and $38. 5% discount cash in ten days. **The $24 Press is the cheapest on the market.** In our Improved "Parr" Baler illustrated, maximum density is easily obtained by means of the side wheels, which permit of great leverage even when operated by a boy of fifteen. These presses are strongly built and will give long service.



The Improved Parr Baler.

Descriptive circulars gladly mailed on request. Our Service Department helps you dispose of your waste at the best prices. Take steps at once to save your waste and sell it at a good profit. Write us NOW.
Shipments F.O.B. Davenport, Iowa.

AGENTS WANTED

THE DAVENPORT MFG. COMPANY

DAVENPORT, IOWA, U.S.A.

Making the Most of Front and Store

Facts which must be taken into consideration by the merchant in planning construction to fit business growth — Illustrations which embody many good suggestions in light distribution, space economy and distinctive display equipment.

MOST merchants recognize that, no matter how much room they have or what increases are made from time to time in stores and departments, space is much reduced again in a short time. Stocks seemingly extend to the limit allotted and encroach on other sections. Where space areas have to be conserved and departments are charged rentals according to present or estimated sales and secure space only on this basis, managers soon recognize the necessity of making the most of locations.

Of course, many considerations, finances, leases, trend of trade to localities and lack of faith in community growth are to be met but any aggressive business is worthy of a proper home. This can often be had without waiting until sufficient capital is available to build an ideal store. The idea is to have business and store grow in conjunction, and to be sure that any expenditure in economising space, adding modern methods and necessary improvements, ensures permanency toward completing the whole. One improvement follows another and plans are soon ahead of immediate requirements.

Space is conserved in many ways — by glove cabinets, lace, embroidery and trimming drawers and side and centre fixtures. Minimum width of counters and aisle space is essential. Overhead ledge space is used to advantage where rail platforms or sliding ladders serve fixtures built in to provide uniform stockkeeping. Counter cases and underneath counters often account for waste space, where stock could be condensed.

Space over the window could be used for offices, manicuring parlors, typewriters, card writers, and advertising desks. The illustration of Heyn's Bazaar on another page shows several space-saving ideas and suggests modern improvements. Two twenty-foot glass plates are set in metal frames with ventilating equipment, and supporting centre pillars are encased in mirrors making the only necessary dividing line, so that entrance show windows are used for smaller articles. The canopy enhances the front and reflects the light as do the prisms above. Both lend themselves to correct artificial lighting arrangement. The use of space above the windows is self-suggestive. Front display cases use every inch of space to the uprights between the double swing doors, at the same time securing maximum glass surface. Note electric and inset signs above.

In illustrations 2 and 3, some splendid suggestions are embodied. They are not necessarily part of any original building and similar-sized canopies are quite as distinctive applied to stores of different size and architecture. In the men's furnishings fronts, signs over the doors and canopies are features and prisms are ventilated. Tile or marble, metal ventilated window bases and corresponding width brass kick plates for the doors are saving improvments, which add permanency to any establishment. No question about it they express "quality" reputation and boost sales through their inviting and attractive appearance.

In the second illustration, an interesting battery of splendidly treated show windows is seen. Most merchants complain of their smallness of window space and average stores would be better with frontage instead of depth. Doorway space is conserved in this front and when the store is opened for business the depth of front and vestibule doors is but 30 inches with a service three doors wide and side vestibule cases. Permanent improvements consist of ventilation and heating for summer and winter, dust protection, accessibility and appearance.

The treatment of monogram lambrequins and sliding curtains gives an exclusive effect with plain or lettered green opaque shades. They overcome the breaking of cords and bending of metal rollers, save time lost in fixing catches and raising to a uniform height and in cleaning the dust strip which forms 4 to 6 inches from the bottom or top of the ordinary blind. When drawn the curtains soften the general effect of displays. Lighting systems are not interfered with.

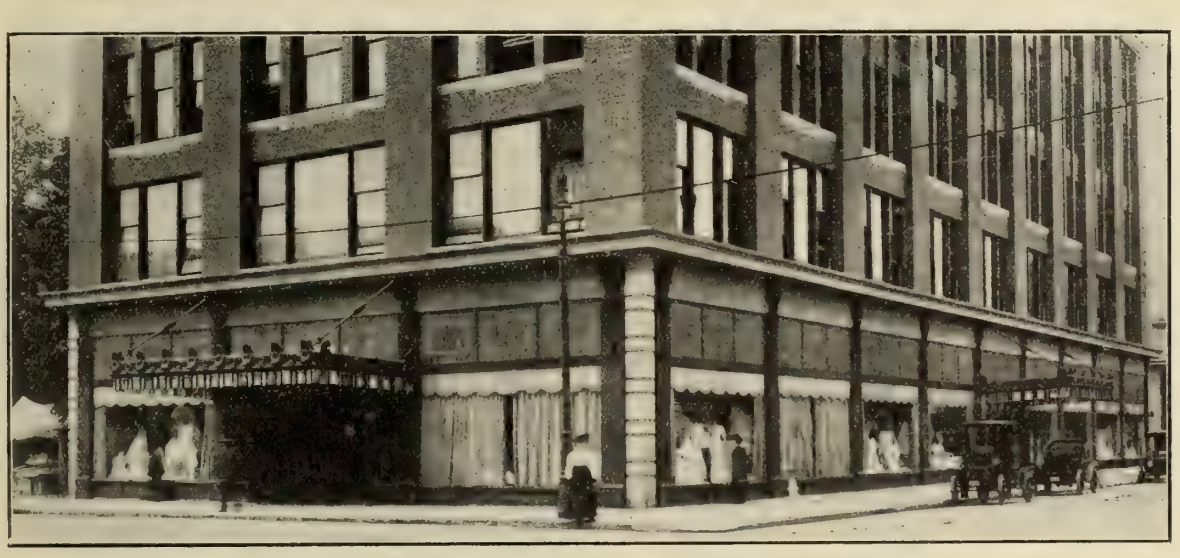
The awning strip makes a suitable frame for attaching a crank roll awning.

The neatness of upper windows is commendable. Fireproof, opaque lights are used on the 4th and 5th floors. Lower frames are fitted with half sash, while the large centre plate is shirred with sash muslin to match and the whole backed with opaque shades.

Trade-pulling power, stability, and permanency are evident in every change. With a clear cut ideal and study of methods used by other merchants, expenditure can be so allotted that as turnover warrants, hundreds of improvements are added with sufficient permanency to revolutionize the business and keep pace with growth of stocks and corresponding sales. Grow on the policy. "It stays and pays."



Conserving front and overhead window space, getting the most of glass and case settings, and suggestive signs.



Window and door treatments, exclusiveness and permanency in a battery of windows — novel lambrequins and monogram drawn curtains.



Men's furnishing fronts, canopies and ideal signs with several suggestive improvements. Attention is called to the artistic glass and metal canopies in these illustrations.

No Advertising Plan To Boost Your Sales

among the dry goods merchants of Canada is complete unless THE DRY GOODS REVIEW is included.

IT is a practical and influential trade paper, edited by men who know the dry goods business.

IT is read by progressive merchants from coast to coast, just because it tells of practical things in a practical way.

IT makes itself useful to its readers—therefore, useful to its advertisers.

IT is always first with the news—the kind of news that aids buying and selling.

IT is getting results for its advertisers and helping travellers make sales.

IT is patronized by the leading manufacturers and wholesalers of Canada.

IT is read by the the men who have the final say about what and where to buy.

IT is the only trade paper in Canada that covers thoroughly every department in the dry goods store.

Dry Goods Review

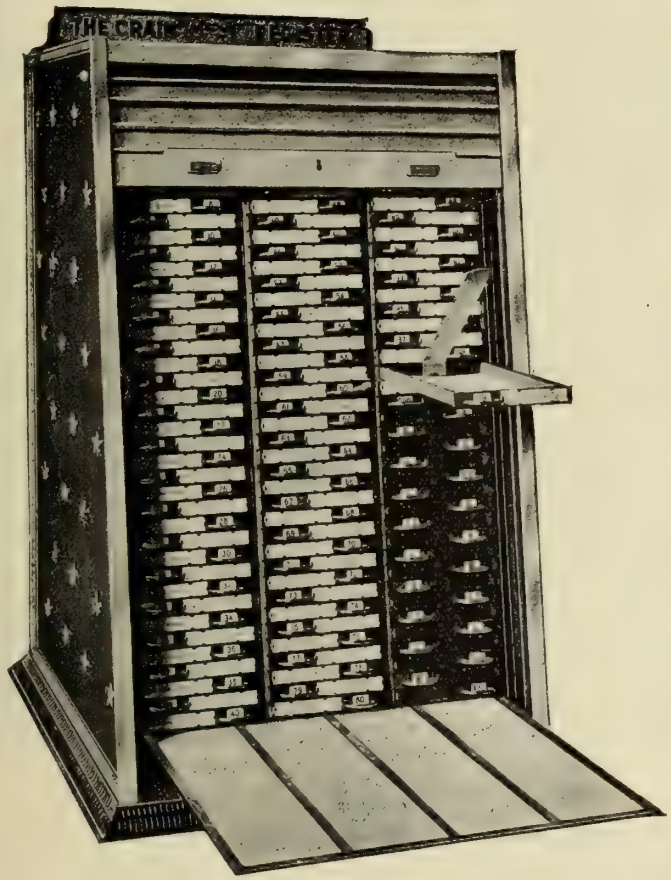
Canada's Only Semi-monthly Dry Goods Paper

CRAIN

Modern Improved Metal

CREDIT REGISTER SYSTEM

For Retail Merchants



Credit sales handled as rapidly as cash sales.

Forgotten charges eliminated.

Each account posted before the customer leaves the store.

Each time any kind of a credit customer purchases goods from you, no matter where you take the order, you give them the itemized account of their purchase, and the total they owe to date.

You can see promptly what all your good customers owe.

You can also see what your delinquents owe at once.

With our system the customer gets an exact copy of each transaction, with the amount of all past charges brought forward with each bill of goods purchased.

At the customer's home these slips are kept in a bill file and thus the account in full is always before him.

Merchants are often to blame for lost and bad accounts, because they fail to tell the customers often enough what they owe.

With the Crain System every customer knows that you know that they know. The Bill File is an automatic silent collector.

THE CRAIN CREDIT REGISTER

is entirely of metal construction. Every customer's compartment is automatically self-closing. Full Metal Roll Top Attachment

For further information and catalog write to Department "R"

THE ROLLA L. CRAIN CO., LIMITED

OTTAWA, ONTARIO

Manufacturers of Loose Leaf Systems and General Printers



Domestic knit blazers — Predicted that this vogue will last for one year — Dozen good styles will be ready for Spring delivery — Novelty in knitted coats is scalloped collar, cuffs and bottom — Values

IS Canadian trade ready for knitted blazer coats? The general impression is that the demand, when it comes, will be a rush and similar to that for aviation caps. Early predictions are that the run will last for about one year. But it is not considered that buyers would or could enthuse at once because the new garments are too radical a change to spring at this time. Manufacturers too, have sold up their output of sweater coats on this season's samples and merchants have anticipated Fall requirements. Domestic buyers are conservative and do not take new things with entire confidence until they try out sample quantities, as a feeler of the demand. Knitted blazers are therefore not likely to be a furore until next Spring.

FUTURE OF THE BLAZER.

Canadian manufacturers have samples and are reproducing splendid styles and values. Like other lines, different United States mills show all the varied qualities and right weaves, finish, weight and colors have to be chosen by comparison. Admitting that the domestic trade is not yet ready to buy these garments, travelers do not see the advisability of making special trips, as orders are not likely to guarantee expenses. Buyers are away on vacation or through buying until sorting. Sufficient stock has already been provided. To try to sell sweater coats in July is impracticable and under present conditions unnecessary.

Blazer coats will be placed before buyers by August 1st for Fall delivery so as to size up the likely demand for Spring, 1913. However, as soon as the trade is ready splendid sales will be experienced because garments being produced by Canadian manufacturers are right.

Some buyers confuse the name blazers with golf or sport coats of flannel, ceylon and kindred fabrics and their associations with Summer negligee wear. Knitted blazers are equally seasonable with sweater coats of different models and will give added impetus to this section once they are shown. Besides the novelty of color and tone the change exemplified in the new style of knitted garments makes their reception an early consideration. If buyers could secure them there is not the slightest doubt but that a novel assortment of knit blazers would sell now.

New York stores are just commencing to display these garments and by July 15th or August 1st, showings will be general. New York and Philadelphia mills have sold all they can make of those styles, which have met the approval of buyers on the other side.

The best of these coats are confined to about a dozen styles, which are sure to be ready for the jobbing trade for Spring delivery and possibly by manufacturers going direct to the trade, in time for later Fall and Christmas novelty sorting.

SMART, CLASSY STYLES.

First showings of approved styles here are smart and classy—rightly made garments, snappy enough to interest the most conservative buyer. Flat ribs in different weaves and fancy stitches, forming vertical stripes by color combinations, and self or contrasted shades in neat line effects prevail . All the novelty features of the better numbers are to be seen in samples being prepared for domestic trade. The following colors in order of their favor: Purple, cardinal, maroon, tans, browns, royal, navy, myrtle and gray. Any of the combinations make a striking garment. Navy and red in several styles seems to be a likely contrast, where correct quality yarns and clear colors are used. white in an elaborate fancy stitch with sky, green and tan supply the better numbers.

HERE'S REAL UNION SUIT COMFORT

Tru-Knit
TAILOR MADE

Whether you are

Tall and Stout — Tall and Slender
Short and Stout — Short and Slender
or Average Proportions

Made in all weights, Cotton, Lisle, Mercerized Worsted and Cashmere

GUARANTEED UNSHRINKABLE

Long Sleeves, Elbow Sleeves, Cuff Sleeves,
Ankle Length, Knee Length and Athletics,
No Sleeve and Knee Length

The comfort of a Tru-Knit Union Suit is due to a careful elimination of everything unsatisfactory to Union Suit construction.

There is nothing to irritate the wearer. The seams are flat—the cuffs and ankles are smoothly attached, without the usual thick ridges.

BUT MORE THAN THAT

The patterns are cut along scientific lines, allowing looseness where looseness is needed and snugness where snugness and comfort are synonomous.

THEY ARE MADE TO FIT ALL OVER
NATURE'S FIT

Canadian Knitting Co., Limited

HAMILTON ONTARIO

Miniature reproduction of a few "Monarch-Knit" ads. to the consumer.







THIS IS HOW WE CREATE A DEMAND FOR "MONARCH KNIT."

The Monarch

Head Office: Dunville, Ont. **Factories at:**

Thousands Read About "MONARCH-KNIT" Sweater Coats Every Day



Thousands of men, women and children of Canada read about "Monarch-Knit" Sweater Coats through the columns of the daily papers, through the pages of monthly magazines and everywhere they are illustrated giving the readers some idea of their attractiveness of style. This publicity, even giving it the lowest possible estimate of value, serves to keep the name "Monarch-Knit" before the public. This it does and more. It is every day creating a demand and thousands of merchants are reaping the benefit. Are you one of them?

Mail us a post card to see that your name is on our mailing list and insure receiving one of our handsome 1912 catalogues.



Knitting Co., Limited

Dunnville St. Thomas St. Catharines, Canada Buffalo, N.Y.

Prevailing lengths are 26-28 inches according to size. A novelty which, however, is subject to buyers' preference is scalloped collar, cuffs and bottom. Pockets invisibly attached are shown on all garments and are usually inset, five stripes wide. Several different collars, plain, convertible, narrow, flat shawl, or roll are shown. Only one V neck style is included and roll and turn-over styles appear to best advantage. Pearl buttons in 36-size to fasten through are used to finish. A simple knitted strap attachment on the cuffs makes them close-fitting if desired. From the present outlook there is a splendid demand to come for knitted blazers and to some extent Norfolks, which are expected to do better than when they were favorites during the early demand of sweater coats.

A WORD AS TO VALUES.

Domestic values will warrant satisfactory profits. Prices will start wholesale at $24 dozen and comprise values at $30, $36, $42, $45 and $54 dozen. Manufacturers count on $3.50 retail being the selling line with $5 as a favorite price in novelties. Comparing weaves and possible sellers in regard to their retailing merit, sample garments, shown at $30 a dozen feature the strong points of the best selling lines on the United States markets. This has also been the quantity price there as far as early sales indicate.

Otherwise the situation in sweater coats from a style standpoint is unchanged. Repeated predictions that sweater coats are passing are not borne out by facts. Designers have endeavored to introduce shorter coats without success for some time. This may be accomplished to some extent by the showings of golf flannel "sport" or Norfolk coats and the development of novelty numbers of mackinaws on this market. Sweater coats are as staple as any other lines carried and equally so in comparison with underwear, hosiery and other knitted lines. If orders and advance stock are necessary to give confidence, mills have both. The success bound to attend the selling of knit blazers and Norfolks is also another indication.

In many instances shipping is behind but early showings have been attended with the predicted response. Reception by customers so far assures continued success of favorite lines and an improvement ued success of favorite lines and an improvement later as "blazer" knit coats are accepted by the trade.



In the midst of the present agitation for more adequate transportation facilities it is pleasant to reflect that there have been some improvements since the Winter of 1812 when provisions for the troops fighting along the frontier had to be hauled by sled from Montreal to Kingston and Toronto.

Tone For Hosiery Section

Novelty for Spring should be used to educate people for definite style trend — Another season of silk and silk and lisle combinations — Buyer's view of the market situation.

Later season indications and hosiery market conditions are safe guides to follow in preparing departments and in buying for next season.

Importing samples are now before buyers and specialty hosiery houses have placed their mill orders and will go to the trade August 1st to 15th. Buyers have to form their opinions and base their quantities on the ranges presented.

Real trend on scarce goods, styles which are oversold this year, values, German and United States market influences are now sized up by domestic buyers, who are prepared to cover their orders, as far as style and conditions warrant. Naturally, value and satisfaction are first considerations for this trade.

DEPENDED TOO MUCH ON BLACKS.

The color order in hosiery selling is black, tan and white with blacks oversold or, as indicated by late orders, out of proportion to selling demand on light tans and white. Last October The Review called attention to the fact that buyers were going too safe on staple blacks, as follows: "Although it is somewhat premature to criticize orders on next season's hosiery, manufacturers' agents and jobbers are inclined to decide that buyers are depending too much on blacks to meet demands."

During last week, as was to be expected, lighter tans began to fall off with increased sales on white for midsummer. Qualities selling are all silk, silk boot and gauze lisles, especially silk boot and high-finished gauzes. Unusual quantities of fine pure thread in silks have sold, both domestic and import lines. On staple numbers quantities and demands have been as expected.

RECORD SALES IN WHITE.

Quantities of white hosiery have been sold, but the turnover has not been anything like what was anticipated in proportion to sales the last two seasons in both Continental and U. S. style centres. Still, sales have been a record for white, and the sudden drop in lighter tans in favor of white, owing to the first favorable weather, gives an idea of what was to be expected had the season opened earlier.

Under present conditions, and in sizing up colored hosiery, buyers have taken quantities in clearance lots, where price made a merchandising chance. Several buyers have successfully taken advantage of job lots of colors at half price, and because of the fact that window display and advertising can sell

"WOLSEY"

Unshrinkable Underwear and Half-Hose



British Goods, Sold by the Best Canadian Stores

"WOLSEY" Underwear

An underwear of British make, absolutely unshrinkable, fits perfectly and wears long. "Wolsey" is known the world over, and is especially well advertised throughout the Dominion. Besides the friends this unequalled underwear makes, it gives the "Wolsey" department of any store a big lead on departments handling less widely known makes.

"WOLSEY" Half-Hose

are guaranteed unshrinkable and have been proven to wear longer and to fit more perfectly than any other make.

There is a permanent trade awaiting the merchant who features "Wolsey" half-hose.

Other stores have benefited by the extreme popularity of "Wolsey"—why not yours?

All good wholesalers sell "Wolsey." Ask your wholesaler for the Fall and Winter 1912-13 samples of both underwear and hosiery.

Both "Wolsey" underwear and half-hose are made from the highest grade wool only.

anything that is good value, no trouble has been experienced in selling these quantities. This is a case in point of value against later style trend and the influence of these conditions on buying. In specialty hosiery houses, any colored hosiery in stock can be secured at clearance prices right now.

It can be seen that regular values in medium or high grade colored hosiery bought this year, except for evening wear, were imported through early placing orders.

Repeat business on colors in better trade has been limited and regular lace hosiery lines have not sold to enthuse domestic buyers that these qualities will be in demand for next year.

In this connection it is pointed out that the drop in colored hosiery was not anticipated until the vogue of silks was upon the trade. Stronger selling of white and the lessening on tans are both indications which early trade had not foreseen. In some sections of the country, white hosiery sales have been entirely different. Continued cold weather has had the effect of depreciating sales. Reports from authorities in the West show that the demand for white hosiery was not up to expectations.

ANOTHER SEASON OF SILKS.

Larger buyers have sized up the situation for next Spring, and are decided on another season of silks, silk and lisle combinations, gauze and mercerised fine lisles and cottons in black, tan and white. The scarcity of right qualities on being overbooked, and the Chemnitz situation are also working to this end. White hosiery is counted on to sell as it should in view of the importance of style demand.

The quantities of black taken are equal to the total of tan and white, which are now ordered in equal assortments. On some lines, buyers have been confronted with the option of promised delivery of a stipulated quantity. Style or changes in demand can have little to do with this year's sales at least.

Several possible style changes are premature for Canadian markets, as was the case with white hosiery. As one buyer states, "Anticipated demands may be correct, but do merchants here take to them as soon as they are shown?"

UNSATISFACTORY SECONDS.

The chief basis is satisfaction to the consumer. From the U. S. market several lines of silk seconds have been sold which tend to discredit sales and departments. Cheap gauzes and these seconds have not proved satisfactory. In disposing of very sheer and filet meshes, buyers cannot see continued satisfaction for the customer. People will buy better qualities, and the sold-up condition of the market will find buyers unable to procure cheaper lines.

SPRING SEASON'S PRICE TENDENCIES.

In silks and silk boot qualities, 50c lines are to be better than ever in the three leading shades, with light tan for early Spring. Better qualities will sell in 75c, $1.00, $1.25 and $1.50 grades, with some light shades in self-embroidered designs. Where buyers are fortunate enough to get them, 35c or 3 for $1.00 silk boot qualities are to be featured again. Usual staple numbers in lisles and cottons will complete orders. Some buyers have doubled on fine ribs in white for children. This year ,buyers are putting department reputation before gauze and style effects. Satisfaction is a safe lever to use in deciding on both silks and sheer quality lisles.

While the import and early ranges show the trend for sheer goods, filets, lace and fancy hosiery, the trade has the opportunity of showing them for novelty's sake, and to tone up departments.

FOR NOVELTY'S SAKE.

This is the situation at present, both in colors and lace hosiery. Buyers are,however, advised to try out a few numbers, which appeal, and show them for novelty's sake. The feature that these novelties, shades and qualities are being shown in high priced numbers is as authentic an interpretation of coming demand, as late conditions this season.

To expect a return to colors again for next season is too sudden for general trade. Colors and styles shown, and the continued sales of gauze hosiery with the extreme novelties seen in some ranges are surely an indication of colors in new effects and lace hosiery. By the time the season arrives departments cannot be far wrong in toning up assortments to educate the trade.

Good Year for Tooke Bros.

Montreal, June 28th.

The annual meeting of Tooke Bros., Limited, was held in Montreal, June 27th. The financial statement showed a very satisfactory state of affairs. The profits for the year were $106,064.94, from which $11,728.36 was written off for depreciation and reserve, and after paying dividends on the preferred stock, the sum of $45,746.18 was carried forward to the credit of profit and loss account.

The president in his remarks stated that the outlook for the coming year was very good, orders on hand being largely in excess of those of a year ago. He also stated that it was the intention of the old board, if re-elected, to pursue the same conservative policy as heretofore, with a view to building up a substantial rest account.

The old board of directors was re-elected as follows: Messrs. B. Tooke, W. A. Tooke, A. J. Brown, W. F. Heney, G. P. Grant, A. B. Edgard, E. Foster and Dr. F. T. Tooke.

At a subsequent meeting of the directors, the following officers were elected: President, B. Tooke; vice-president, W. A. Tooke; managing director, E. Foster; secretary treasurer, W. S. Barker.

HARVEY

Ensure Your Business with this Trade Mark.

The Highest Type of

SUMMER UNDERWEAR

For Men, Women and Children



Harvey Porous Birds-Eye Ilet."

Made, by the Harvey Knitting Company, Woodstock Ont., under the management of K. Harvey, pioneer manufacturer of fine ribbed goods in Canada and founder of the famous goods made in Woodstock, Ont.

A brand new mill with brand new machinery of the very latest in knitting.

What We Make:

Ladies' Summer Vests in cotton, lisle, mercerized, and Sea Island, in Elastic Rib, Birds-eye Ilet, and the new porous weave, "AIRYWEAR."

Children's in cotton and lisle.

Men's—Shirts, Drawers and Combinations in the new porous

"AIRYWEAR"

Birds-eye Ilet, and Elastic Rib, in standard colors, in Athletic style, knee length, ankle length, short sleeves, no sleeves, and coat-shirt styles.



"Harvey Fine Swiss Ribbed Lisle."

With new facilities for manufacturing, a special feature is made of Ladies' and Men's Combinations.

"AIRYWEAR," the newest knit fabric, is five times more porous than any ordinary cloth made. Over a million open pores are in an average Union suit.

We are the only makers in Canada of this fabric.

Our lines are sold only to the Retail Trade.

Wait for our representatives with the "Harvey Brand" of knit goods. It will pay you to see the finest range of Summer Underwear ever shown in Canada.

Harvey Knitting Co., Limited

WOODSTOCK, ONT.

AGENTS:

Maritime—F. S. White, St. Stephen, N.B. **Quebec**—P. de Gruchy & Son, 207 St. James St. Montreal. **Ontario**—J. E. McClung, 33 Melinda St., Toronto, Ont. **Manitoba & N.W.**—S. Groff & Sons, 290 McDermott Avenue, Winnipeg. **British Columbia**—Allen & Lang, 601 Welton Building, Vancouver.

"BEAVER KNIT

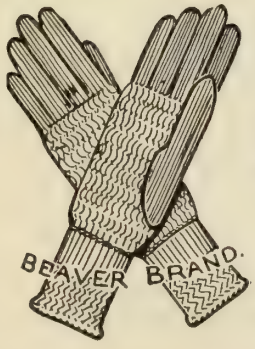
BEAVER BRAND





—the brand that makes and keeps customers by filling the demand for better goods at moderate prices – "Beaver" brand has been tried and has stood the test. Have you tried it?













BRAND" GOODS

Stimulate The Knit Coat Trade

BEAVER BRAND





"Beaver" brand knit coats for men, women and children supply that stimulus to the knit goods department which results in customer satisfying and profit-producing sales.

Our Fall and Winter 1912-13 showing is the finest we have ever offered and sales up-to-date prove its popularity. Note the few numbers illustrated.





R. M. BALLANTYNE, LIMITED

MANUFACTURERS OF BEAVER BRAND KNIT GOODS

STRATFORD -:- -:- ONTARIO



Time is Flying



You will be through with the rush of Spring business before you know it. You will be wanting stockings that are really big value to liven up that hosiery department during the hot summer months.

By keeping your stock of

THREE 80 80 80 BRAND

TRADE MARK
REGISTERED

right up you will be surprised at the sales you will make to customers who will not buy a higher priced stocking with the season half over.

LOOK FOR THE THREE 80'S AND AVOID IMITATIONS.

For sale by all jobbers.

The Chipman Holton Knitting Co. LIMITED

Largest Hosiery Manufacturers in Canada

Hamilton - Welland,

E.H. WALSH & CO.
SOLE SELLING AGENTS

TORONTO, MONTREAL
AND WINNIPEG.



Sell the Black Hosiery with the world's widest known Merit Mark

Hermsdorf's name on a stocking is **more** than a guarantee of **dye fastness** and **purity**; it's a world-renowned **merit** mark that carries the merchandise from maker to wholesaler, to retailer, to wearer in constantly increasing volume, It's a mark in which all may put their faith—in which all **DO** put their faith—because for over twenty years the House of **Louis Hermsdorf** has rigidly held to the rule that none but the best deserve to bear the **Hermsdorf** mark.

Here, then, is the reason why **Hermsdorf Dyed Fast Blacks** are found in the forefront of every well-selected line of imported hosiery; the reason why progressive dealers everywhere specially feature and advertise **Hermsdorf Dyed** in every important hosiery event.

Not all black stockings are **Hermsdorf Dyed**, not all black stockings deserve to be. Every time you buy **imported black** hosiery— specify **Hermsdorf Dyed** and

See That They Are Stamped With

"The Name that Sells the Stocking"

Works: Chemnitz, Saxony
American Bureau: 235 West 39th St., New York
Cuts, Show Cards, Booklets, etc., FREE
Write for your copy of "Stocking Selling Sense"

Louis Hermsdorf Dyer

Window Trimmers and Decorators requiring plate proofs of this design for ticket writing or window trimming purposes, can have same on request to American Bureau of Louis Hermsdorf, 235 West 39th St, New York City.

Pen-Angle Sweater Coats

Good Sales

Pen Angle
WARRANTED HIGH GRADE
PENMAN'S
CANADA
TRADE MARK

The Pen-Angle line of Sweater Coats for 1912 is far superior (in real selling quality) to any line we have ever shown. It is so comprehensive, so up-to-date that YOU, Mr. Merchant, would do well to consider its trade-bringing possibilities very carefully.

This new line is designed especially to please YOUR customers—those who want something better than the ordinary. It shows many new attractions in designs, color combinations and styles for every occasion.

Stock this line! It will mean "good sales" for YOU, and "solid satisfaction" to your customers.



PENMANS LIMITED
PARIS, CANADA

Hosiery, Sweaters, Underwear

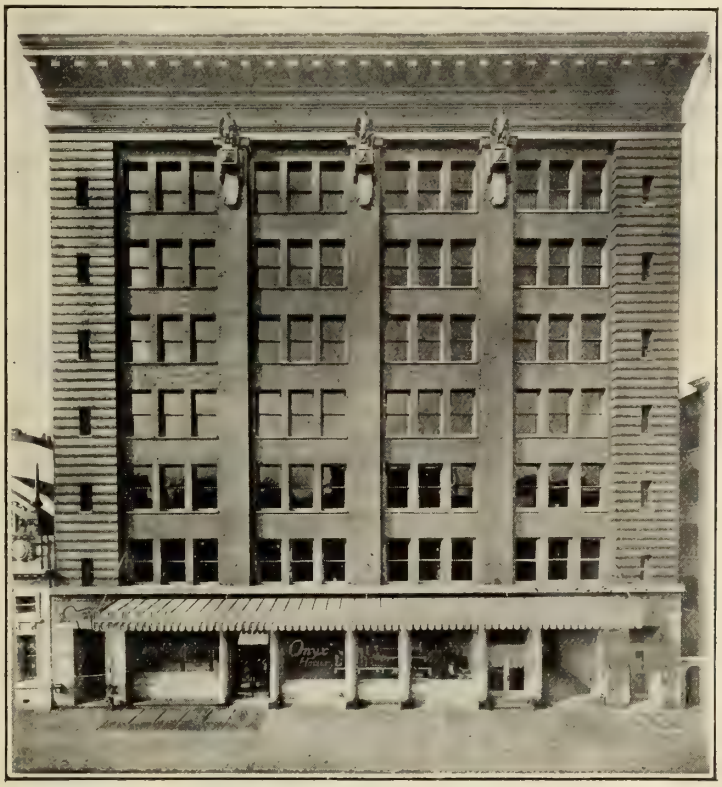
Constantly Increasing Business Means Promises Kept and Satisfaction Given

The New Home of the Brand of Merit

"Onyx" TRADE MARK *Hosiery*

After July 10th

A STOCK OF $4,000,000 IS HOUSED HERE



Floor Area: 200,000 Square Feet

LARGEST SPACE EVER DEVOTED TO HOSIERY

147-161 East 24th Street
Extending to
144-160 East 25th Street

Lord & Taylor

Wholesale Distributors

New York

Philadelphia Office:
1033 Chestnut Street

Boston Office:
78 Chauncy Street

Chicago Office:
North American Building, State and Monroe Sts.

San Francisco Office:
Bankers' Investment Building, 49 Geary St.



You'll Win Them With These!

It's the store that has THE GOODS that gets the business *every time*—so be advised! Show these smart, popular-priced Sweater Coats in your shop windows and you'll soon do a rattling business.

The Hewson Line of Men's Sweater Coats offers many new and popular styles, with a variety of neat, sensible collars that will instantly find favor with your trade. See the new English Collar—a *special* feature.

No other line will give you such a wide margin of profit, or make such satisfied customers. You can *count* on the Hewson Line for next Fall. It's a sure winner.

HEWSON'S
SWEATERS
Hewson Pure Wool Textiles Limited, Amherst, N.S.

TRADE MARK REGISTERED
TIGER BRAND.

Personality won't keep out the cold

Your salesman may have personality in abundance, but if your customer is looking for underwear it is pretty certain that he would rather have that than the personality of the man behind the counter. The quality of the goods must back up the sales talk.

Tiger Brand
UNDERWEAR

is made of the finest yarn. That's why it feels so good to the body and why it wears so well. A customer purchasing Tiger Brand once will surely come back for more, because he has received good value for his money—and you know it is the "come back" customers who form the backbone of your trade. Write for prices.

Galt Knitting Co., Limited
GALT, ONTARIO

AGENTS: Ontario—J. E. McClung, Toronto.
Quebec—Philip de Gruchy, Montreal.
Maritime Provinces—Fred S. White, St. John.
West—Hanley, McKay, Chisholm Co., Winnipeg.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

St. George



UNSHRINKABLE
UNDERWEAR FOR MEN

The Underwear For Your Best Men's Trade

Having specialized on this brand of underwear for years and concentrated our entire time and energy in bringing it to a point of perfection, we are not timid about presenting it in competition with the most widely known underwear of the day.

"St. George" underwear meets the requirements of your best trade in quality, finish and fit.

It comes in all weights and sizes. Handled by all jobbers.



THE WOOLNAP TRADE MARK UNSHRINKABLE

There is satisfaction in every stitch of

"ITALIAN SILK"
"PARAGON"
"ECLIPSE RIB"
"EXCELSIOR"
"GAUZE SILK"

HOSIERY

Your customers will ask for these brands again for THE WEAR IS THERE. Your Wholesale House can supply you.

Thomson Knitting Co., Manufacturers, **London, Ont.**

SELLING AGENTS:—

W. R. Begg, 20 Wellington Street West, Toronto, Ontario; Stuart M. Campbell, 400 Hammond Building, Winnipeg, Manitoba; A. R. McFarlane, 506 Mercantile Building, Vancouver, B.C.

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE
REG'D.
HIGH GRADE UNDERWEAR

BECOMING BETTER KNOWN EVERY DAY : : :

Every day brings new customers for and increases the popularity of

MAPLE LEAF BRAND UNDERWEAR

There is one big reason which cannot be overlooked and that is the honest value embodied in every garment.

TRY IT

THOS. WATERHOUSE & CO., Limited
INGERSOLL - ONTARIO

Health Brand Underwear

Our stock is now complete in all lines of Fall Weights for Women and Children.

We have also a complete stock of short and no sleeve women's vests in medium weights, at all prices.

If you are not handling Health Brand Underwear, please see our samples, which are now on the road with our salesmen.

Greenshields Limited
Montreal

NO PINS NO BUTTONS

VantaVest

FOR INFANTS AND CHILDREN

DOUBLE BREASTED-PUTS ON LIKE A COAT

For Health, Comfort and Convenience



For Health

Full Length Double Breasted

It won't work up

It protects the child across the chest and abdomen, where protection is most needed

For Comfort

No Pins One Piece Back No Buttons

"It won't work up," because it fastens below curve of abdomen.

For Convenience

Puts on like a coat Fastens in front

This feature makes absolutely the most practical vest from all view points compared with anything on the market to-day, and in our estimation and from the encouragement already received from our customers, the garment will be a boon to every underwear business fortunate enough to handle it.

WRITE YOUR NEAREST JOBBER FOR SAMPLES
SEE IT AND BE CONVINCED OF ITS SUPERIORITY

Immediate Delivery Can Now be Made

Prosecution against infringements on "Patent Rights" will be rigorously enforced.

The Eagle Knitting Company, Limited

Controlled by J. R. MOODIE & SONS, Limited

Hamilton **Canada**

F. M. Barnard, Sole Selling Agent, Toronto, Montreal and St. John

The Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.



The Hosiery House of Canada

We are now receiving and putting into stock complete ranges of "Queen Quality" Hosiery and Gloves for Women and Children. Also "King Quality" Men's Half Hose for Spring 1912.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.

LADIES' UNDERWEAR
FOR FALL 1912

Our samples for 1912 are now in the hands of our travellers and we beg to call your attention to our new Combinations in the well-known brands,

Zenith BRAND REGISTERED

Crescent BRAND REGISTERED

"Velva" BRAND

The Mode of Manufacture of these Combinations has been registered.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER & CO., 100 Wellington St. W. Toronto Ont.

HOT WEATHER WEAR



JAEGER

Shirts and Shirtwaists

in

Pure Wool Taffeta

Our shirts and shirtwaists are made in our own factory from exclusive designs and have the smart tailored appearance.



GOLF COATS IN A GREAT VARIETY OF STYLES AND COLOURINGS FOR MEN, LADIES AND CHILDREN

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse 52 Victoria Square, Montreal

TRADE MARK REGISTERED

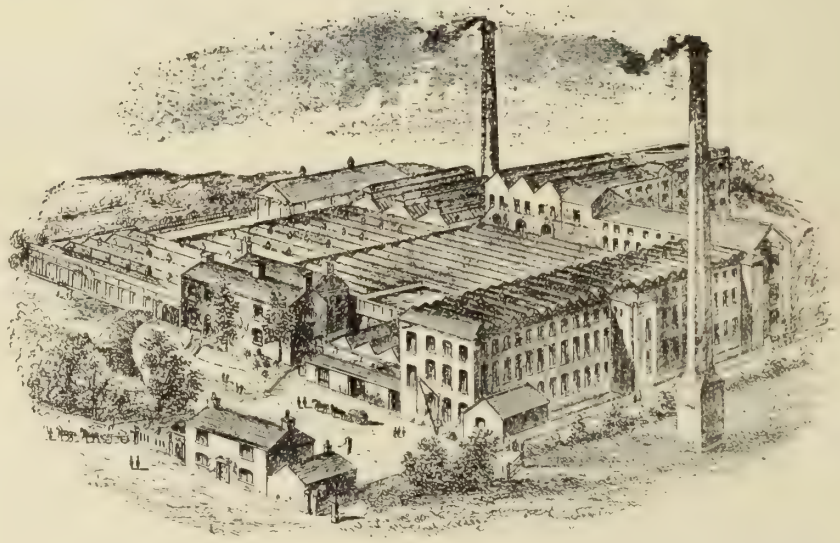
ASK FOR

BURNLEY'S WOOLS.

TRADE MARK REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's Fine.

Hosiery Yarns, &c., &c.



Soft Knittings, B. Imperial, Soft Spun Vanguard Fine.

0½ and 00 Worsteds, &c., &c.

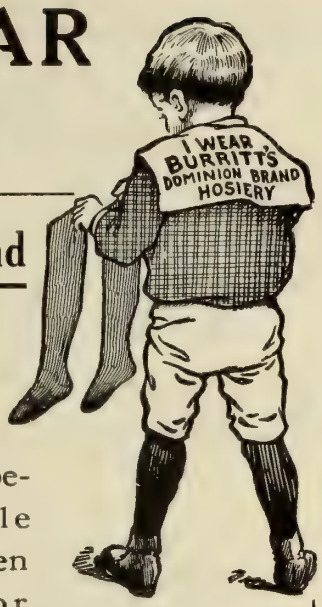
ESTABLISHED 1752

THOMAS BURNLEY & SONS, LIMITED

MANUFACTURERS OF SCOTCH FINGERING & KNITTING WOOLS

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

POPULAR LINES



Dominion Brand Hosiery

Is made to give lasting satisfaction, especially the juvenile lines. It has been very popular for years and always makes friends for the merchant who handles it.



Coat Style No. 392 at $26.00 per Doz.

Cap Style No. 250 at $4.00 per Doz.



No. 251 at $3.00 per Doz.

DOMINION BRAND

Knit Coats, Toques, Sashes and Mitts

are rapidly growing in popularity. The accompanying cuts are of some of our best and most popular lines. If you have not had the opportunity of seeing this range, write at once for samples.

A. Burritt & Company

DOMINION MILLS

MITCHELL ONTARIO



Turnbull's CEETEE AND RIBBED UNDERWEAR

"CEETEE" Underwear is the finest pure wool underwear made—only the finest Australian Merino wool is used. Each garment is knit to fit the form of the body—all joins carefully knitted (not sewn) together.

We defy you to find a better Underwear the world over.

Display it in your windows now while it is being advertised.

The C. TURNBULL CO.

(OF GALT LIMITED)

MANUFACTURERS

GALT - - Ontario

Also Manufacturers of Turnbull's high class Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

463

If You Knew The Merits of "SUCCESS" BRAND HOSIERY

as we do, it would not take you long to get it into your hosiery department. Many of the largest and keenest buyers in Western Canada to-day are handling this brand. Tie up with it and watch your hosiery sales grow.

The Hanley, MacKay, Chisholm Co., Limited

WHOLESALE DISTRIBUTORS

WINNIPEG - - MAN.

JAY UNSHRINKABLE WOOL UNDER-WEAR



Made of the finest wool obtainable, and manufactured in England under perfect conditions. Your customers can rely upon the utmost satisfaction if they wear JAY. You and they will be fully protected if each garment bears the above trade mark.

Send enquiries to the Wholesale Agents :

I. & R. MORLEY, - G. BRETTLE & CO.,

LONDON, ENG.

READY TO WEAR GARMENTS



Features of this Department

Latest style and market news, with descriptions and illustrations of novelty features.

Letter from Paris describing strong development in direction of Period models.

How small merchants can handle ready-to-wear garments successfully.

Hundred ways to improve Fall business in ready-to-wear and kindred departments.

Fall waists shown in variety of materials — White satin waists with Robespierre collar the high novelty — Brassieres almost as important as the corset — Smart styles for misses and children — The new whitewear lines for Spring, 1913

IT is pretty hard to pick out a leading fabric in the line of waist fabrics, for it would seem as though every available fabric had been made use of in the development of the Fall waist line. Taffetas plain, changeable and fancy are used and equally prominent are the soft satins, such as liberty, messaline and peau de soie.

The veiled effect is too well liked to be dropped and the chiffon blouse is again to the fore. Popular models are lined with net and show vestee effects of taffeta or satin, and are decorated with tiny gilt or crystal buttons.

Styles are decidedly simple, the prominence being given to semi-tailored models and fancy collars, revers, ribbon ties and various forms of pleated jabots of net and lace are all in evidence.

A few models are collarless, and are finished with a round collar of Macrame, Venise or Irish, but the big finish is the chemisette of lace or net, completed with a high stock collar.

As the time for the opening of the Fall season draws nigh, there is an increasing interest in long sleeves, and save for very dressy wear the long sleeved blouse will certainly lead. The very latest sleeves are decidedly Directoire, and have pleated lace frills, not only round the wrist; but up to the elbow.

The Robespierre and Directoire collars are certain of introduction in waist lines, and will be seen in many forms and modifications on the novelty models. The latest fad is the white satin waist with the collar turnover and pipings of bright hued satin. Flame or fuchsia, burnt orange, and National blue are the leading colors indicated for this purpose. Black and white combinations are sure to be strong, as black and white leads all other combinations in Paris.

Prospect of Big Suit Season

An early opening looked for — No change in the length of suit coats — Robespierre collars and pleated skirts the high novelty

Not only is the Fall season to see a developing interest in suits, but given favorable weather, there is every indication pointing to an early opening of the selling season. Manufacturers are giving unusual attention to the production of suits, and buyers are offered a wide choice for the coming season. It used to be that early buyers were uncertain as to the leading style features, but much of this trouble has been eliminated by co-operation. Now the length of the coat and the general outline of the utility suit is agreed upon at a reasonable date in advance. Therefore, orders for the more staple and popular priced numbers can be safely placed. Coat lengths for the coming Fall are about 32 inches, though there are 30 and 34 inch models included in the line. This really means that all coats are about the same length, the measured variation being due to the fact that the manufacturer is now awake to the fact that some women are small sized, while some are extra tall, and



Coat of all-wool flecked tweed, convertible collar, shoulder in Gibson effect, half belt, plain back, buttons of flecked crystal.—Courtesy M. Pullan & Sons, Toronto.

are now cutting patterns accordingly. This is a feature all buyers should note, as it has great bearing upon his profits. By stocking misses' or small womens' and stouts as well as the usual sizes, more women are enabled to buy ready-made garments, and at the same time there is less strain on the alteration department. The Canadian manufacturers are paying special attention to the production of these extra sizes and quite a number are specializing on them.

Though there are numerous and attractive trimmed models showing, the selling so far emphasizes the popularity of the plain tailored suit, and it would look as though, for this market, a plain tailored suit conforming in a degree to the prevailing fashion lines would be always a seller.

Suit coats show various cutaway effects, ranging from those that are quite pronounced and leave the coat short in front, and ending in tails or a point of considerable length behind, to coats cut with just a modest V or with rounded corners in front. Modified versions of the Robespierre collar are appearing on the later models, but the majority show large revers and small collars, and the mannish notched collar is also in evidence.

Tunic effects and panels are by no means superseded, but the newer models show a decided leaning towards the use of pleats. Pleated panels are introduced either at the back or side, and in extreme models the whole skirt may be pleated. Pleatings, however, add very little to the width of the skirt.

The growing popularity of the Norfolk idea in Summer lines has induced manufacturers to feature Norfolks and modified Norfolks for the Fall season.

The Fall colors in suits incline strongly to the use of dark shades. Blue is in the front rank and black is much in evidence, and there is a decided feeling for dark tans and browns. Grey mixtures are showing, and there is some feeling for steel grey and taupe. Materials favored are on the wale and rib order. At present serges and whipcords are the best selling cloths.

Misses' and Children's Wear

Middy and Norfolk styles the leading feature — Belted models strong in Fall coat lines — Collars of velvet, satin or broadcloth.

Middy styles and Norfolk effects are very prominent in children's lines for mid-season's wear. So well are they taking that models on the same order are being developed in serge and are being put into the Fall line. Thus a middy blouse of white serge will have the skirt collar and cuffs of navy or cadet blue serge.

Plaids and checks are also appearing for the skirt with the blouse of plain serge. The Norfolk is just the middy with the addition of the distinctive pleats back and front, and with a self or patent leather belt.

Smart little Norfolk middys are being developed for mid-summer wear in plain and checked gingham, or in plain gingham with the collar and trimmings of white pique.

Smart little dresses of bordered ginghams, and pique and welt cords in pink, blue and in stripes, are showing. These dresses are one-piece, and have practically the same lines as those worn by older women.

As in other lines, the coat styles brought out for women's wear are exercising a strong influence over those made for misses' and children's wear, though possibly there are more pleated and Norfolk effects in the misses' line. So far, models of this class have

GARMENTS THAT SELL

Pullan Garment

Made Since 1902

Individuality and Exclusiveness
make the
Pullan Garment
a
Business Producer

Pullan Garment

Made Since 1902

GARMENTS THAT BRING BUSINESS



No. 1115

In entering the field this Fall we are confident that the style, quality and fit of the Pullan Garment is second to none.

Suits in the popular 30-32 inch lengths will be first in demand.

A range from $10.00 to $22.50 will meet every demand.

—Send for a Sample Garment—

Coats Long Ulster effects in reversible and fancy tweeds are good sellers.

A range from $7.50 to $27.50 including the staple sealette.

Send for a Sample Garment

Skirts As usual there is a steady demand for separate skirts in serges and tweeds.

A range from $3.00 to $10.00 from which to make your selection.

—Send for a Sample Garment—

FALL CATALOGUE—Ready August 10th. Are you on our Mailing List ?

All garments made to order. No stock carried.

No. 1115—Smart Fall Suit in fancy all wool Diagonal Tweeds—one sided back. $16.00 to $20.00.

PULLAN BUILDING TORONTO

M. Pullan & Sons

AN EXCLUSIVE CLOAK, SUIT and SKIRT HOUSE

Bay and Wellington, TORONTO

Branch Office: LINDSAY BUILDING MONTREAL



Handsome lingerie dress of embroidered voile, with a tucked and hemstitched skirt, finished with band of black ribbon velvet. Waist of embroidered voile, one-sided effect, kimona sleeves, low point neck and sleeves finished with pleated lace and girdle of pleated lace with tailored bow and ends of black ribbon velvet.—Courtesy H C. Boulter Co., Toronto.

been the best sellers. Belted models may be classed with the Norfolks, and are very prominent. Many coats have only the belt across the back section, drawing the fullness in slightly at the waistline.

Models with the convertible closing, that can be either fastened up to the neck or worn with double or single revers, are also good sellers.

The collars and facings are, as a rule, of velvet, satin or broadcloth, and the buttons and bound buttonholes form the trimming. Though many models are made of reversible cloths, and there are coats showing with the reverse side used as trimming. Speaking generally, the reverse side does not appear but forms a fancy lining to the coat.

Rough surfaced cloths in cheviot and diagonal weaves, heavy tweeds, blankets and Chincillas are those used in the development of children's coats. For children of smaller growth, heavy serges, corduroys, plushes and broadcloths are used.

No Radical Corset Change

Rumors of nipped-in waist have been disposed of — Models follow closely lines of natural figure.

Now that all the flurry is over because of the showing of Louis gowns, and now that they have been sucessfully adapted to the prevailing figure lines, much less talk is heard of radical changes in the cutting of the corset. And the interested rumors that have been going round about nipped-in waist models have been finally disposed of, and buyers can rest safe on the assurance that there is no departure from the straight line figure in contemplation.

There are always modifications and improvements made when the models for a new season are put out. These are dictated by the experience gained during the previous months of selling, and incorporate the suggested improvements that the manufacturers' experience deems practical.

Changes of this type will be embodied in the new Fall lines, but it is authoritative that there will be no departure from the present figure lines, and that the medium low bust, large waist, straight hips and long skirted model is still the popular one.

The models now worn follow closely the lines of the natural figure, and do not press unduly on any part, and there is no tight lacing possible.

The chief changes introduced are in models intended for stout figures, and these are of such a nature as to better control the surplus flesh, and to give the appearance of longer and more slender lines. Models of this class for Fall selling show longer skirts, and special arrangements for the comfort of the wearer.

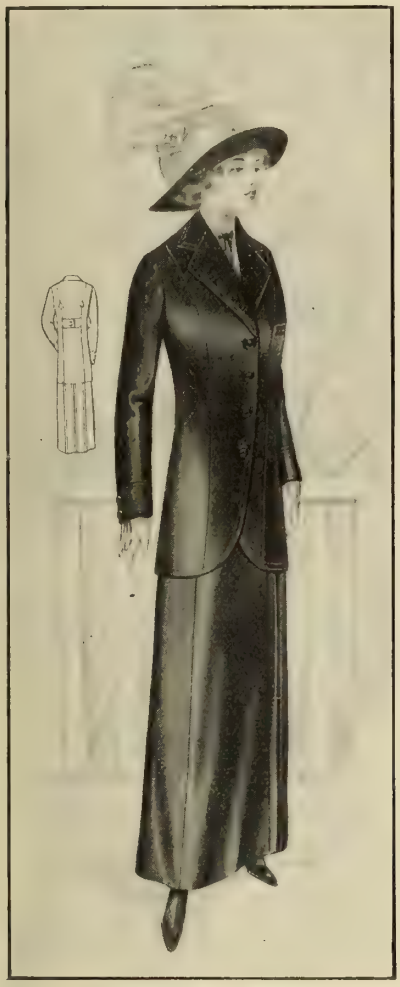
The introduction of the brassiere has given the merchant what is practically a new line. For the wearing of a brassiere is just as much a matter of course now as the wearing of the corset, and models are almost as numerous and as variously priced.

Popular models are made of firm cotton or batiste and have simple trimmings of lace or embroidery. More expensive lines are made of allover embroidery and are handsomely trimmed with Cluny lace. Brassieres for evening wear made very short and with shoulder straps are showing.

Boulter
NEW YORK TORONTO
EXCLUSIVE FASHIONS

H. C. Boulter Company, Limited

A new firm, with years of experience in how to make the better class of garments



Style 500—$12 net.

Style 501—Made in fine all Wool Cheviot Serge, Navy or Black. Good Satin Lining. Finished with Dress Shields and Bust Forms same as special order garments. Net. $9.00.

Style 500—Made in Heavy all Wool Serge. Navy and Black. Good Satin Lining. Tailor finished. With Dress Shields and Correct Bust Forms. Net, $12.00.

Style 502—Stylish model. Made in all Wool striped tweed. Good Satin lining. With Dress Shields and Bust Form. Colors Black and Brown. New slot seam back. Net, $10.80. With Dress Shields and Bust Forms.

FALL SPECIALS

To introduce our Line we have

900 SUITS READY FOR Immediate Delivery

Styles as Illustrated.

Sizes—Small Women's, 16, 18.
Women's 34 to 42 bust. Coats, 32 in. long.



Style 502—$10.80 net.



Style 501—$9.00 net.

Wire us trial order for 12 costumes assorted, and if they are not the best you ever bought for the money, return them at our expense.

Electros Free — Terms net 10 days.

Authoritative models in Evening Dresses and Gowns, also Tailored Designs in Velvet and Serge—ready August 1.

Factories: 445-447 King St. West, Toronto

Our Fall Line of Whitewear Is Unusually Attractive, and Will, We Believe, Meet With Your Approval.

WE have designed for the Fall and Winter season a range of Whitewear which stands out supreme from any of our previous efforts. In fact, it is a record breaker for

"STAR" BRAND



Style 3283

These values have never before been approached by us. They are ahead of our usual standard, which has made "STAR" Brand Whitewear the leading Canadian line of to-day.

Every number embodies both style and value and will be a seller.



Style 3508

Wait for the "STAR" Brand Traveller.

The Star Whitewear

BERLIN



Style 427

Our Travellers will be showing "STAR" Brand very shortly—

WAIT.

WE are out for an exceptionally large business this season and have laid our plans accordingly.

The four illustrations here shown are representative of the Fall showing of

"STAR" BRAND

Our styles are right in every way and the qualities are the best for the price. "STAR" Brand values simply cannot be beaten—all we want is the chance to prove to you that there is a possibility of your serving your trade with better goods for their money. "STAR" Brand profits are good.

Place your order early to ensure good delivery.





Style 3309

Manufacturing Company

ONTARIO



Misses' dress of all-wool blue serge, trimmed in contrasting shade of tan; yoke of macrame lace. — Courtesy Laurel Mfg. Co., Toronto.

Straight Line in Whitewear

Increasing sale of fine crepe garments — Ruffles and flounces little used — Lace extensively used in new lines.

The lingerie forms the foundation of the costume, and the evident clinging to the straight line is emphasized not only in imported, French hand made lingerie, but in the models that are the product of the Canadian manufacturers.

Even the fashionable nightgown is straight cut and contains little extra fullnes, and on all garments the lines of trimming are flat, and do not add a particle of fullness. Ruffles and flounces are very little used, and if a flounce occurs, vertical tucks often take the place of gathers.

Drawers are not full, and the models are on the pantaloon and knicker type. Laces and embroideries are all inset, and the cut and fit preclude any fulness that would mar the fit of the gown and outer garments.

The materials used are the sheerest possible. There is an increasing demand for sheer crepes.

The lines of whitewear for 1913 are in course of preparation and designers are busy with the new garments. Lace will be extensively used to trim, though not, of course, to the exclusion of embroideries. Special attention is being paid to the selection of materials, for women are becoming more critical in this respect, and preference is given to garments with good lines and made of good material, even when little trimmed, over the more ornate one made of cheap fabric and trimmed with showy laces. This is a condition that should be fostered, as garments of this class are more satisfactory both to seller and customer.

Interest in Separate Coats

Many attractive rough cloths to choose from — Directoire influence visible in the new callers — Convertible fastenings numerous — Reviving interest in fur fabrics

Notwithstanding the increasing interest in suits, a very satisfactory advance business has been done in coats for the coming Fall. Canadian manufacturers put out a handsome line of coats for Fall. The models were decidedly attractive, and not only were there new style touches in the shape of novelty cutting, but the materials used were certainly calculated to captivate. These new cloths, white rough-finished, are soft and comfortable in appearance, and while they are weighty looking, are by no means too heavy for comfort. There are many new cloths on the market of this character, and the buyer has had no difficulty in making a sufficiently varied selection. The cloth is decidedly important this year, because though the cutting is new on the whole, the styles are decidedly simple, therefore the cloth is a matter for extra consideration.

In chincillas there is a decided feeling for solid colors, and very subdued mixture effects, but though most of the fabrics are dark, there are brighter threads interwoven, and there is some tendency both for checks and stripes. Checks are being introduced by means of the so-called Mackinaw or blanket suitings, which are being styles in various sized blocks and fancys. Royal blue and black, particularly ¾ in checks, are expected to be big sellers, and coats of this fabric will be made in true belted Mackinaw style.

Though possibly a few novelties will be in shorter lengths, the full length coat will be the big seller. The new season's coats are cut on straight lines, and with elongated shoulder seams, wide armholes, and roomy easy fitting sleeves. Collars show the influence of the new Robespierre styles and the closing is as a rule so arranged as to be convertible, and can either be worn buttoned up to the throat, or in single or double revers.

Our Fall Line Is Now Ready

Our line of Suits and Coats is now being shown by our representatives in all sections of the country.

Thus far we have received results from our early showing which are exceedingly encouraging, and which prove that we have the confidence of hundreds of buyers as to what we show at the outset of each season.

The Laurel Manfg. Co.

68 Bay Street Toronto

(The W. R. Brock Co. Bldg.)

Please mention The Review to Advertisers and Their Travelers.

Our Experience

For after all, it's experience that counts in these strenuous days of competition in the ready-to-wear business.

The long and practical experience of the members of this firm and the high standard of production made possible by skilled operatives are clearly reflected in

The New Fall Waists

The range is more than ordinarily bright and attractive. The numbers every one of them, are interesting in point of value and style.

There's good profits in the "Martin and Smith" waists for the merchant.



No. 7

No. 7

Finest quality shot Paillette silk, with pleatings, buttons and tie made on reversible side, giving this model a pleasing and striking effect, assorted colors.

No. 930

All wool taffetta in white and green, white and blue, white and navy, fine stripe, silk stitched, trimmed with first quality pearl buttons.



No. 930—$21.00 per Dozen

Martin and Smith

350 Sorauren Ave.

Means Your Profit

With our expert designers closely in touch with the leaders of fashion and no expense spared in producing high grade garments, we are always in a position to offer the ready-to-wear buyer an interesting proposition.

You will always find

Exclusive Styles



No. 9

in an abundance in the "Martin-Smith" line.

We make Waists, Kimonas and Dresses and are prepared to meet the trade this season with a profit-making customer-satisfying line.

No. 9

This stylish waist of plain Navy Paillette with French vest trimmed with gold buttons to match cuff. The cutaway and patent belt add good style to this model. Yoke of Brussels net trimmed with point lace, assorted colors.

No. 940

All wool flannel in cream, navy, grey and scarlet, silk stitched with pocket, fit guaranteed.



No. 940—$24.00 per Dozen

Company, Limited

Toronto, Ontario

Modish Women Wearing Period Gowns

Those who prefer exclusive modes are dropping the pannier — Cheruit shows predilection for late eighteenth and nineteenth century models — Strong vogue for laces and transparent fabrics — Accordion-pleated skirts of lace, tulle or chiffon worn with short satin coats — Fur to trim lingerie, lace and chiffon gowns

(Staff Correspondence)

Paris, France, June 22.

Matters sartorial are unusually interesting at present for the modified pannier has become so popular that already the woman who prides herself on the exclusiveness of her gowning is dropping this mode. Therefore, the leading model houses are bringing out a flood of new ideas, and are vieing with each other in the production of new and individual gowns. There is little doubt that the gowns now being worn will exercise a very material influence over the models that will be prepared for the August openings when the first of the authentic Fall models will be shown.

Pannier dresses have brought in their train a fad for period gowning, and the very best dressed women are favoring gowns of this class. But the leading model houses are by no means unanimous in favoring any one period; therefore, there is an unusual latitude prevailing. Cheruit, who launched the pannier mode, is showing a strong predilection for late 18th and early 19th century modes, and taking it all together, this is at the present moment the leading influence. Many of the new Cheruit models show skirts slit half way up to the knee, and are taken from the most daring days of the Consulate. These models are certainly worn, but the most successful are those which show modifications in accord with modern good taste.

At the Chantilly races a number of the most admired gowns were of this period, and many were quite pure in style. Keen interest was evinced in the many revolutionary gowns, with long, straight skirts, slightly draped and habit coats finished with high Robespierre collars and jabots of pleated lace. Charmeuse and broadcloth is favored for the skirts, and Liberty satin, cord silks and taffeta for the coats. With dresses of this class high, Girondin hats are worn with narrow rolled brims and with a plume or fancy feather mount standing straight up in front.

One of the smartest of these revolutionary gowns was worn by a young English duchess, who is noted for her taste in dress. The straight, slightly full, plain skirt was of white mousseline de soie topped by a short coat of black Liberty satin, cut off all around well above the waistline, save for the jaunty tails at the back. A new feature worth remarking was the cutting of the back. The side seams were cut in the old rounding fashion from the armhole instead of running up into the shoulder. This cut causes the coat to set more closely into the figure at the back. The coat was double-breasted, and fastened with handsome cut steel buttons over a fichu of sheer mull edged with Venise lace. The sleeves were true Directoire, plain and tight and buttoning close up from wrist to elbow, with small steel buttons and deep frills of pleated mull fell over the hands. Under the coat the waist was wound with black and white striped satin ribbon. A narrow line showed and there was one long loop and end at the side.

A very smart cotton dress of the same period, though not as true to type as the coat, was of linen toile de Jouy, and had the creamy voile skirt laid in knife pleats with about three inches left loose at the hem, forming a sort of frill. The toile de Jouy coat had a design of dark flowers on a cream ground with old blue predominating in the pattern. The Robespierre collar, the large pocket flaps and wide cuffs were of matching blue linen. The coat had an unbuttoned effect, the front being filled in with a pleated mull jabot topped by a flat velvet bow.

Typically restoration was another of these remarkable period dresses of flowered batiste. The jacket and the frill at the hem of the skirt were of the same fabric, only in a more closely printed design. The coat had the waistline decidedly high, and was drawn close to the figure by several pleats. The peplum was pointed and set on to the waist in inverted pleats at the back, and close-fitting and rounding up in front. Coat and peplum were joined together under a narrow girdle of silk cord and jeweled buttons. There were square epaulettes on the shoulders outlined with corded tucks, and the turned-back collar, the tiny vest and the sleeve frills were of tucked batiste. With this gown was worn a close-fitting bonnet of horse hair with a small wing posed on each side.

The period gowns put out by Callot Soeurs were after the style of the second Empire. That is, they were full with deep flounces. One of their most successful models was of Havana brown tulle over taffeta of the same shade.

Pannier models were numerous, the newest being of Beer model in white charmeuse. Another admired effect appeared over a dress of black Liberty. It was of cream Malines lace gathered in below the knees in front and gradually growing deeper at the sides and back. The gathering is held in place under a flounce of black Chantilly. Pannier effects in lace, net, or tulle are becoming very popular, made



Shot Satin Striped Taffeta, White Satin Vest Effect, Filet Yoke and Sleeves, One Inch Fold of Bretonne Net, Velvet Bow, Gilt Buttons, Long Sleeves With One Inch Fold of White Satin.

A Charming Model From our Fall Range

THE very newest style is reflected in this model. And there is a compelling attractiveness about it that spells unusual sales.

It measures fully up to the high standard which our productions have attained in the estimation of Canadian Ready-to-Wear merchants.

Our Fall range is full of equally attractive numbers—waists that offer you just the right combination of correct novelty, style, good value, thorough workmanship and clean finish.

See the complete range of samples now being shown by our salesmen.

LADIES' WEAR, LIMITED

W. F. GOFORTH,
Managing Director

TORONTO



Misses' dress, 14, 16, 18 years, of blue French serge, corduroy velvet collar in black and white; yoke of novelty lace — Courtesy Home & Watts, Toronto.

over a foundation that is tight and clinging, and which distinctly reveals the lines of the figure.

The success of the three-piece suits, particularly those having a broadcloth skirt, lace blouse, and a coat of white satin is complete. This model has brought broadcloth back into the limelight, and now white broadcloth skirts are appearing worn with Directoire coatees in green, cerise or blue. Either satin or taffeta is the material used.

Accordion pleated skirts are also strong. Later fashions are running in the direction of transparent fabrics trimmed with lace and fur. Cheruit is showing pannier gowns with bands of dark brown fur, combined wth white or black chiffon. Ermine is used to trim lingerie dresses, sable, chiffon and marten collars are placed on silk coatees. This is for June wear, and a June that has been an exceptionally warm one, too. Shantung and Pongee in white are appearing with accordion pleated skirts.

Draped Models are Favored

Varied pannier ideas introduced in party and dressy gowns — Long, plain-fitting Directoire sleeves the latest — The revival of the kimono cut assured

The season is backward, and designers still show an element of uncertainty in their forecasts for the coming Fall. That is they are not quite certain of the trend of novelty selling, and for gowns intended for party, reception and evening wear.

They one and all favor draped models, as they admit of the desired variety of treatment, and so long as the slim straight line is preserved, are certain that draped models will sell. The drapery, however, is always developed in softly falling sheer material, and the skirt below is quite narrow. Paris is talking pleated skirts, and New York is said to be adopting them, but their future is too uncertain for manufacturers to feature them at present. Pleated panels and clusters of pleats, and also a pleated flounce, as a skirt finish, will be in evidence, and their success or want of success will be carefully noted.

The pannier mode, as now adapted, promises to be quite a success, but the softly falling simple drapery effects that come under this heading are a far cry from the bouffant draperies and distended skirts of the true pannier days. The pannier mode, as developed in the softest of materials, is one of the prettiest of current modes. There are panniers of all kinds on the market, and developed to suit all figures, but it must be said that none of them interfere with the hipless slim figure.

There are panniers that are gathered at the waist and looped up from underneath. There are full ones that are carried backwards, and there are others that strongly resemble the hobble of other days, being overskirts caught at their lower edge by broad bands above which the material puffs. Some of the newest panniers are of lace, or of such materials as chiffon, ninon or voile, and these promise to be best liked of all, and to play an important part in the production of evening and party dresses. The skirts underneath these panniers are generally trimmed with ruchings and puffings of the same material.

Quantities of lace are to be used to trim the new models. Venise is being revived, and in the light laces shadows will be in extensive use. The new Bohemian and Russian patterns are prominent in both heavy and light laces, and are sure to be strongly featured as the season advances. Filet and the new Clunys are decidedly good. The laces this season are more often ivory and ecru in tone than dead white, and this makes them more desirable to combine with silk fabrics.

Satins lead and liberty, messaline, peau de soie, plain, shot and brocaded, will be much in evidence. Taffeta will be used freely, though this silk promises to be more wanted for trimming than dress silk.

Fall Announcement

From the house that makes the



Style No. 928.
Modified Pannier developed in black voile, trimmed with silk embroidery.

G & F Brand of SKIRTS

We beg to submit a few reasons why every ready-to-wear merchant should give our line careful consideration before placing his Fall skirt order.

Because it embodies the New Style features, such as modified panniers, slashed effects, etc.

Because we are showing a high-class assortment of two-tone whipcords, tweeds and other materials too numerous to mention.

Because we have maintained the perfection of fit, lines, hang and high-class workmanship that has made our product recognized as second to none.



Style No. 935.
High-class two-tone whipcord, made in new slashed effect, finished with braid, loops and metal buttons.

Combine these considerations with our reputation for quick deliveries and we feel assured the advantage of handling our line will be seen at once.

Travelers now on the road. All mail orders and requests for samples attended to promptly.

Gardiner, Foley & Co., Limited
24 Ryerson Ave. - - Toronto, Ont.



Misses' dress in black velvet, Empire style, gored skirt, set-in-sleeve, trimmed Paddy green silk pipings and buttons, and Irish crochet collar. —Courtesy Gale Manufacturing Co., Toronto.

Interesting Style Report

Presented at Congress of Ladies' Tailors' and Dressmakers' Association in New York—Aim to create American styles for American women.

At the Third Style Congress of the National Ladies' Tailors and Dressmakers' Association, which was held in New York recently, the following decisions were reached with reference to Fall styles.

LENGTH OF COATS.

The length of coats for suits for the Fall was decided at from 32 to 38 inches, to be guided by the height of the customer.

LENGTH OF SKIRTS.

The length of skirts for street wear, according to the decision of the judges, will be from one to four inches from the ground, to be guided by the age of the customer.

LINES.

The lines of coats for strictly tailored suits will be seven-eighths fitted.

Fancy coat suits are to be close fitting with blouse effects, single or double breasted; and the judges decided that vest effects would be a desirable attribute to this particular model.

REDINGOTE AND ROCKEY.

For street wear the Redingote effect in coats was decided upon and for automobiling and steamer use the Rockey coats were recommended.

PURITAN WRAPS.

In evening wraps the choice of the Congress was in favor of an amply draped wrap, following the style of the Puritan period.

COLONIAL GEORGE WASHINGTON.

For collars, cuffs and revers, the George Washington style was recommended to be adopted from the Colonial period.

SKIRT WIDTHS.

The skirts for evening wear are to be made so as to give the effect of being draped on one side, according to the shape of the customer. For street use long lines were recommended and the skirts are to have as few seams as possible with concealed pleats to give grace and comfort of the customer, and it was the decision of the tailors that the width of skirts for street wear shall be from 2 to 2¼ yards, and 2½ yards was decided upon for the width of skirts draped or with concealed pleats.

MATERIALS.

The result of voting on the materials to be used for Fall garments shows a leaning towards soft materials which was decided upon by the judges. Such materials as zibeline, fine cheviots and serges, velours de laine and broadcloth in solid colors, were recommended. The shades of the different materials should be guided, according to the judges, by the color of the eyes, the age and complexion of the customer.

TRIMMINGS.

For trimmings, the tailors decided upon flat silk braids, wool and floss silk embroideries, free hand soutache designs, passementeries, laces and soft furs.

LININGS.

The linings to be worn for Fall, as outlined in the decisions handed down by the judges, are plain and fancy colored silks for suits and brocaded silks for evening wraps.

Fur-trimmed dresses for June wear. This is the latest Paris sensation. One fur-trimmed gown that has been much remarked is a lingerie gown of dotted Swiss trimmed with bands of ermine. Bands of sable appear on gowns of black or white chiffon, and collarettes of martin are worn on taffeta coatees. This use of fur is all the more remarkable because of the lovely warm season, and indicates the strong predilection that exists for fur trimmings.

G

GALE MANUFACTURING COMPANY LIMITED TORONTO ONTARIO

PRODUCTS THAT EXEMPLIFY THE HIGHEST IDEALS OF QUALITY AND VALUE. SHOWING NOW BEING MADE FOR FALL 1912

WRITE FOR BOOKLET



Waist—Silk and Wool French Dress Goods, trimmed side rever, Messaline Silk, Buttons and Silk Braid.



Child's Dress — Black and White Shepherd's Check Dress Goods, trimmed contrasting shade, bias folds and velvet buttons.



Lounging Robe — Heavy imported Swansdown flannel; trimmed contrasting shade piping and girdle. A popular-priced and generally useful garment.

Picturesque Period Gowning the Feature

Fashion swinging back to late 18th and early 19th century modes and it is to the men's dress of that period that Madame Mode is going for inspiration — The style cycle again.

AFTER all, forecasting what is to come in dress is a matter of keeping close watch upon current events, for they play a decidedly important part in deciding the course of coming fashions. Parisian dressmakers are keenly on the hunt for new ideas, and every likely source is ransacked that contains any promise of yielding up a new one. But the development of an idea into a popular fashion depends largely upon its inherent advertising possibilities, and, therefore, is much more likely to become a success if it has its rise in some event that has a striking and world-wide significance.



Misses' Norfolk dress of French serge, with collar and trimming of Venetian cloth and yoke of Venise lace.—Courtesy Ladies' Novelty Mfg. Co., Toronto.

The Coronation of King George was such an event, and it is not too much to say that it has swayed the world of fashion ever since.

It was a great mediæval pageant, and utterly out of the line of modern events. Moreover, it called up memories of other coronation ceremonies, notably that of Victoria and the early days when she was a young girl and a queen.

CONGLOMERATION OF CONTRADICTIONS.

Almost the culminating feature of the festivities attending King George's Coronation was a great historical ball, at which many members of Britain's leading families figured in the guise of their ancestors of other days. To this ball and to the above outlined features of the Coronation may be traced the wonderful conglomeration of contradictory styles that have characterized the last few years.

For some reason or other the Durbar did not exercise the fashion influence expected from it. It was magnificent, but as far as the world of dress went, it fell flat. Possibly this was due to the fact that Eastern modes of dress had been so well exploited under the guise of peasant fashions, and, therefore, their memory was too fresh to permit the easy engineering of another strong Oriental revival.

INFLUENCE OF MANUFACTURERS.

Then, too, the influence of the fabric manufacturers was strongly exterted in favor of fashions that were built upon more ample lines, and in the production of which more material would be needed. Oriental fashions stood for simplicity and straight lines, and straight lines meant the unwished-for continuance of the narrow skirt. Therefore, the whole influence of the manufacturers was exerted to induce Parisian designers to produce styles that would make for the use of more material. With one or two notable exceptions, leading costumers began to play up 1830 and early Victorian fashions. Is another crinoline period pending? was the cry. Quickly, however, adaptation and modification took place, and fichu and flounce, fringes and furbelows were fashioned in such a way that fullness was eliminated, and the Victorian had arrived without in any wise disturbing the vogue of the natural figure and the much-loved slender small-hipped figure line.

Just the same process has now been gone through with the pannier and the Louis fashions. Madame Mode has chosen what she would retain, and has transformed them to correspond with modern requirements.

(Continued on page 188.)

The Ladies' Dress House of Canada

REAL NOVELTIES IN LADIES' AND MISSES'

DRESSES



Style 1560—Serge in Colors
Black, Navy, Tan and Copenhagen.

THIS IS THE DAY
OF NOVELTIES

Exclusiveness of Style

Our one big aim in producing dresses for ladies and misses is to keep them absolutely exclusive in every detail. Our designers in following the latest trend of fashion add the touch which stamps "Ladies' Novelty" dresses as something more than ordinary — uncommon —exclusive.

Novelties that are freakish are greatly limited in sale. It's the real novelties that are wanted — the kind that are refined and bear the mark of real value.

See our Novelties for Fall

Our Fall Styles will interest you

The Ladies' Novelty Mfg. Co., Limited

126 WELLINGTON STREET WEST, TORONTO

W. F. ROBINSON, Pres. H. D. SOMERVILLE, Man. Director

Notable Paris Models Illustrating Period Tendencies

Mid-Victorian model taken from the styles worn in the early eighties. The dress is of white chiffon with pleated skirt set on a deep yoke of lace and trimmed with gold cord and tassels. The coat is of black satin.





Much talked of Callot Soeurs' Directoire model. The habit coat is of white satin and has Robespierre collar, large pointed reveres and draped sash. The stock is black satin and Malines lace and the draped skirt is of black broadcloth. The high Girondin hat is of white satin with black satin band and plumes.



Restoration period gown of flowered batiste. The coat has the high waist line and peplum pointed at the back and rounded in front. The collar, narrow vest and sleeve frills are of fine pleated lawn.

—From Women's Wear, New York.

Callot Soeurs' lingerie model. White satin foundation over dress of embroidered Swiss edged with ruffles of the same hemmed with Valenciennes lace and with band of ermine fur heading the ruffles. Belt of black satin fastened under a corsage ornament of made silk flowers.



The Best of the Kind and That's the Best Kind

Fall Showing

—Waldman Suits and Coats

If you are interested in having the correct coats for Fall, as regards style and shape —then you must have the Waldman Coats. They are made in Misses and Ladies.

THE WALDMAN CO., LIMITED

Joseph H. Waldman, President and Managing Director

THE ORIGINATORS OF BETTER CLASS
CLOAKS AND SUITS IN CANADA

513-515 St. Paul St. -:- MONTREAL

Please mention The Review to Advertisers and Their Travelers.



Coat of grey zibeline cloth, with collar in one-sided effect and double strap at back. — Courtesy Independent Cloak Co.

Picturesque Period Gowning.

(Concluded from page 184)

The introduction of Victorian and pannier modes has done another thing, it has paved the way for picturesque period gowning. And no sooner has this feature become established than fashions have commenced to swing back to late 18th and early 19th century modes, and there are many signs that Revolutionary Consulate, Empire and Restoration fashions are beginning to rule.

Neckwear is a striking example, and it is sounding strongly the new note in the introduction of Robespierre, Dauphin, and Byron collars, etc. And here comes the crux of the whole situation, for it is to the men's fashions of that day, rather than to that of the women, that the Parisian dressmaker is going for inspiration.

The later days of the 18th century were a period of emancipation in dress, for in the course of an astonishingly few years all that was stately, stiff and formal was swept away, and all that was modern and natural was substituted. Periwig and powder went with the cocked hat, and hoops, pannier and tight unnatural stays were replaced by the elastic natural figure and skirts so scanty that the line of the figure was fully visible. The wig and curled fuzzed hair that made the head enormous was replaced by the head a la Brutus—that is, with the hair banged in front and cropped short behind. This was the time when real distinctions in dress ceased to exist, a condition that has been perpetuated down to the present day.

But this does not mean that all extravagance and eccentricity ceased. Examine the French portraits of that period, look, for instance, at the familiar picture of Robespierre, or the dress of the Incroyables, the Republicans of France. Their dress was more than extreme, it was fantastic.

They wore collars up to their ears, and big puffed muslin cravats, combined with full-pleated shirt frills. Their coats had big pointed revers, and often their waistcoats had them, too. Coats had long, narrow tails, and were cut off straight round or cut away in front, and on their heads were military cocked hats, or high crowned stiff Girondin models.

The turn of the century, and the early years of the 19th were troublous times in Europe. All Europe was leagued against Napoleon. He was made Consul for life in 1802, and Emperor in 1804, Louis XVIII. was restored in 1814, and the episode of the hundred days culminated in the field of Waterloo in 1815.

The noted revel—the duchess of Richmond's ball, the dance from which the gay officers of Wellington's army were hurried to that other and more grim dance of death at Waterloo is historic.

Noted English women have been playing the role of those who took part in that ball at Brussels, and their semi-military, semi-masculine costuming promises to furnish the mode with many fashion pointers in the near future.

High-class furriers will show some medium length coats about 30 or 36 inches. These will be in Russian blouse effect and with kimono or raglan sleeves and wide armholes. Some of the new sleeves are bell-shape and have double cuffs that either form a point over the hand or turn back in the shape of a pointed cuff.

Foxes in animal effect in natural, blue Sitka and in black will lead. Skunk will also again be good. A novelty is the wide band stoles of mole and Hudson seal. Chinchilla and mole is a high-class combination that will be favored. The new muffs are large and in pillow shape.

FALL LINE 1912

"INDEPENDENT" SUITS and COATS



are noted for their excellence of quality and unparalleled workmanship.

EXCLUSIVE DESIGNS AT MODERATE PRICES

SUITS
COATS

We wish to make known to the Canadian trade that our representatives are now on tne road with the full range of

"Independent" Coats and Suits

for the Fall trade. We have in this showing the most extensive variety we have yet shown and not only are there many numbers but each is an individual interest in itself.

"Independent" garments are "the goods that satisfy." They bring profit to the merchant and satisfaction to the customer. They are exclusive in design, perfect in fit and workmanship and yet are of moderate price.

See the "Independent" man when he calls—the line will please you.

THE
INDEPENDENT CLOAK
COMPANY.

551-553 Queen Street W. TORONTO

Handling Ready-to-Wear in Small Store

How this may be done successfully — Good plan is to buy small assortment of staple lines to be accompanied by swatches of cloth and measurement forms — Rules to follow in measuring customers

For the "Review" by Howard R. Wellington.

A GREAT many merchants in the small towns are under the impression that it is well nigh impossible to handle the ready-to-wear garments to advantage, and give their reason that the mail order houses practically control this business.



Fall dress of Copenhagen serge with trimmings of velvet to match. The waist is cut in new sailor style with diagonal piped seam over bust. The new French sleeve is here shown designed on odd lines, fitting coat but with good elbow room. Crystal buttons used as trimming. — Courtesy The Clayson Co., Toronto.

WHO IS TO BLAME?

While this may be true to some extent, it is partly the fault of the merchant himself, in permitting the business to slip by him, and possibly the lack of interest on the part of the manufacturer in assisting the merchant to handle the trade.

EQUIPMENT FOR BUSINESS.

Manufacturers of men's clothing have doubled their special order work during the last two or three years, and supply their customers with complete outfits in the way of catalogues, measurements, charts, large books of swatches, etc., which enable the merchant to handle the business of special orders to advantage and to make a good profit on each garment, with practically no outlay, but in the ladies' coat and suit line the situation is different, in that the variety of cloths is such that it is almost impossible for a manufacturer to send out complete sets of swatches, as there may be a run on a certain line during one season, and if so, it is almost impossible to procure an additional supply, and the merchant is better off without an order than to send an order in and not have it filled, in which case a disappointed customer results.

Most manufacturers issue a comprehensive catalogue of leading styles which will give the *consumer* a fair idea of the styles shown, and as a rule she will be able to find something to her liking from such a catalogue.

FASHION PLATES.

In addition to the catalogue a number of manufacturers issue a large fashion plate, which probably shows up to considerably better advantage, and even though the cuts are the same, the consumer is much more impressed if the styles are nicely assembled.

THE OUTLAY—HOW TO START.

From experience, the only profitable and satisfactory way for a merchant in a small town to handle coats, suits and skirts successfully, and it has worked out in a large number of instances, is to buy outright a small assortment, probably not exceeding $75.00 outlay, of staple lines, different styles and sizes with which shipment should be sent, a number of swatches of staple cloths, together with measurement forms, order sheets and catalogues. A merchant in this way has one distinct advantage over the catalogue houses in that he has something definite to show his customer and in a good many cases he is able to have the



Produce Satisfactory Profits

There's a wonderful satisfaction in knowing that your customers are pleased with their purchases—whether a spool of thread or a fifty dollar suit.

It is much more satisfying to you to know that while giving your customers value for their money you are making more customers every day besides a good profit for yourself.

Our motto is always to give the customer the best value and style that money can buy.

The Wilson-Waldman's Suits, Coats and Skirts for Fall and Winter

will give you the maximum of a profitable satisfactory business and will create a good demand for your ready-to-wears.

Our Fall showing is right and will interest you and your customers.

SEND FOR SAMPLE ORDER TO

The Wilson-Waldman Costume Co.

161 SPADINA AVENUE, TORONTO

garment tried on, so as to give a general idea of how it will look. Then if the style is not altogether suitable and the merchant is keen enough to make a sale, he can as a rule divert the lady's attention from the style she has tried on, to one illustrated in the catalogue, and when a style is decided upon it is quite an easy matter to decide on a cloth and then take the measurements.



Paris is taking the new styles from men's fashions of the Directoire period. This suit is typical. It is of black broadcloth with facings of black satin with an edge of white satin to collar and cuffs. The buttons are of jet and white galalith.

CHOICE OF CLOTH.

It is always advisable to give a second choice of cloth, so as not to disappoint the customer.

Merchants throughout the country have commenced the Ready-to-Wear business along these lines and are certainly surprised at the results.

MEASUREMENTS.

Measurements should be very carefully taken, and no one should take the measurements, but one that understands the chart thoroughly. Then again, it is an advantage to the merchant to have in his establishment a lady who could take charge of this department when necessary, and who could make slight alterations, such as shortening sleeves, tightening waistbands, etc. Having a lady in charge of the department has another advantage in that she will be able to try garments on herself and demonstrate to the customer, thus effecting a sale much more rapidly.

Most merchants after some experience take measurements accurately, but the charts should be followed carefully. The most frequent mistake is in taking the hip measure—this should be eight inches below the normal waist line and measured full. Probably fifty per cent. of the suits which do not fit are at fault at this point.



Suit of velour de laine. This practical model shows modified Directoire touches in sleeve and collar and the slightly more fitted lines that go with the longer coat.

"Her Ladyship"

Flannellette Wear

FALL 1912



OS. Flannellette Gown at $9.00

Ladies,' Children's and Infants' Gowns, Underskirts and Chemises

Everything in Flannellette Wear from $3.75 to $18.00 a dozen.

Ask our travellers to show you the big special OS. Flannellette Gown, in an extra heavy cloth, at $9.00 a dozen, as illustration.

The W. R. Brock Co. (Limited)

Toronto

Hundred Ways to Improve Fall Business

First, the buying end — Increasing or decreasing stocks — Time to buy — Sentiment — Values — Specialization — Concentration of departmental selection — System in ordering — Checking orders — Profits — Reception and attitude — Contracts — Facilities — Support — Practice — Knowledge of style trend

The first of a series of articles in which many different phases of store management will be discussed in a practical way. Next number—"Management and Office Improvements."

NO dry goods business is ever perfect. Experiences of previous years are a basis for next season's policy in making for improvement. Merchants are never satisfied, and in looking forward to the coming Fall season they have some definite aim in view. Changes, having better business as their object, are as numerous as style innovations.

Improvements in business do not always cost money, and results gained are not always estimated in currency, but greater turnover and gratification consequent upon a profitable business repay for the strain and aggressive toll of competition, everyday differences and other best-forgotten troubles.

Imported changes are not made in a day. Many are part of every day's business, and tend to ideal conditions in buildings, buying, management, office system, service and efficiency, stock keeping, salesmanship, advertising and window publicity.

Anybody can buy, but successful buying is not a matter of personal preference or selecting those goods for stock, which sold well last year or season. Simply ordering and choosing goods to meet a list of requirements is not buying. Power to decide "yes" or "no" according to practice or through previous idea of values shown by any house cannot be termed so. Chances for improvement are numerous under this heading, and will receive first consideration.

1—Increasing or Decreasing Stock

This is a question which depends on a policy of extension by adding new departments or lines not already carried to broaden present assortments. Stocks are decreased in many instances without affecting supply or service. Style and demand often make an opportunity to increase or decrease certain stocks and, seen in advance, mean extra profit on reductions. To anticipate earlier the selling importance of new lines and a quick appreciation of slow sellers are business improvements. Reductions, on general principles, to disparage overbuying or to make for caution and recognition of value through greater care, bring about desired improvement. Confining stock assortments without sacrificing sales or, by advertising, to create sales on ordered goods and lines which can be supplied direct from manufacturers, is improving business.

2—Time to Buy

This is not set by the date of previous orders for similar goods seen on the order book or when travelers call. Before the goods are wanted is the right time. Little excuse is allowable and merchants insisting on the right goods at the right time are making a vast improvement. To allow sufficient time for selection is another consideration.

3—Sentiment

Cutting out this feature of business in buying leaves buyers free to select values when and where they please. Buying goods because of connection is all right so long as values are right. While conserving accounts to make payments easier, it is a business improvement if value is the first consideration, and if the goods are needed and will sell.

4—Values

Improve the standard of stock by closer comparison and full knowledge of wholesale competitive lines. Each range has leader numbers, and in time

"CROWN" YOUR DRESS DEPARTMENT

with the choicest styles and values from our Fall and Winter range of

"CROWN" Brand DRESSES

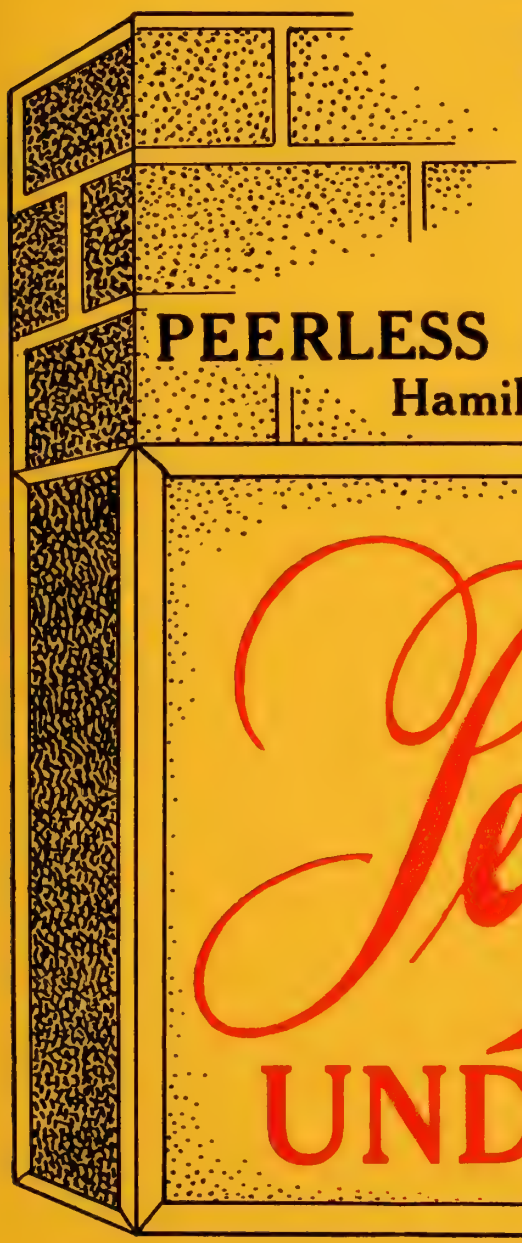
We are showing the newest in velvet and broadcloth, serges, voiles, etc.
Our designers, besides knowing the season's best styles, know the Canadian trade tendencies and working the two together, have produced a range that has never been excelled before.
Samples now on the road. Wait for the "Crown" man. When in Montreal call and see us.

40 ST. ANTOINE STREET, MONTREAL

A Solid Corner-Stone For Any Underwear Department

Built though your underwear business may be on a solid foundation of real value, you should label it so. Label it with a corner-stone that has stood the weather of trade for years and has always lived up to its name.

"PEERLESS"



Use this well known high grade underwear as both foundation and corner-stone for your underwear business.

There is profit in "Peerless."

Let us show you the points of Superiority over the line you are now handling.

PEERLESS UNDERWEAR CO, LTD.
Hamilton, - Canada

WE ARE REPRESENTED BY

ONTARIO—C. & A. G. CLARKE, Empire Building, Wellington Street West, Toronto.
BRITISH COLUMBIA—GEORGE A. CAMPBELL & CO., Mercantile Block, Vancouver, B. C.
QUEBEC—J. CARSON, 112 St. Peter St., Montreal; ERNEST HAMEL 115 St. Joseph St., Quebec, Que.
MARITIME PROVINCES—G. A. WOODILL, 20 and 21 Royal Building, Halifax, N. S.
MANITOBA, SASKATCHEWAN, ALBERTA—HANLEY, MACKAY, CHISHOLM CO., Limited, 129 Albert St., Winnipeg, Man.

Clayson
GARMENTS
TORONTO

Fall Announcement

Though our Fall showing of skirts, dresses and waists has been before the merchants for some time we wish to announce that we have reinforced our range with many new and exclusive lines not before shown.

These lines, particularly misses' and womens' dresses, we are sure will interest you and be a valuable addition to your Fall and Winter stock.

We are always at your service with a most complete range of garments for present delivery.

If you have immediate requirements tell us, as we guarantee prompt and efficient delivery. Look through the "Clayson" line when our traveller calls.

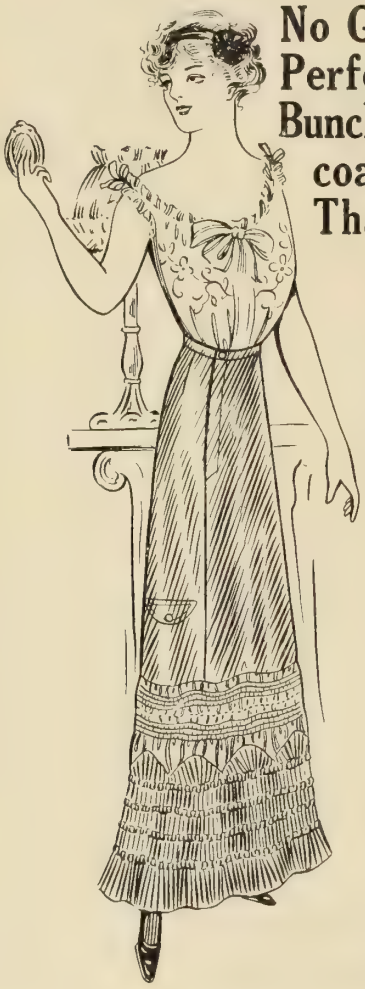
THE CLAYSON CO., LIMITED

Manufacturing Skirts, Dresses, Waists

280 College Street, TORONTO

Please mention The Review to Advertisers and Their Travelers.

Trade Mark
Kaybro Reg'd
PETTICOATS
THE FORM FITTE
Patented Aug. 30, 09



No Gown Can Fit Perfectly Over a Bunched-up Petticoat Any More Than Over An Ill-Fitting Corset

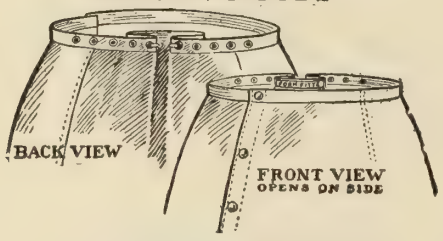
You need not go past your own salespeople to have this statement verified. They will tell you the same.

Form Fitte Petticoats not only fit perfectly but are adjustable to various sizes as may be seen in the illustration below.

This is No. 961, made in taffeta, satin and messaline in all the new shades of the season, (24 in number)

Ready now for immediate delivery

THE FORM FITTE
PETTICOAT



Write for samples to-day

McKay Bros., Limited
182 Spadina Avenue
TORONTO

(Continued from page 194.)

stock can be made to meet them. Stocking equal or better values because of buying connections and merchandising power, and showing larger profits is an ever working possibility. Best values in more departments to impress customers are an improvement.

5—Specialization

Successfully broadening the scope of each buyer in the interests of department by increasing his buying opportunities is desirable. Added experience helps towards confidence and promotes specialization.

6—Concentration of Departmental Buying

Under present conditions buyers can save time and profits by more accurately defining wants or anticipating more closely the demands of departments by careful study of previous season sales, order lists and averages.

7—System in Ordering

A neglect to put lines wanted on order books when buying for immediate delivery, an ever-recurring trouble, is a matter that calls for improvement. Waiting for goods, owing to misinterpretation of orders or neglect to advise non-delivery, or whether a particular wholesale has stock or not, is a trouble to be avoided. Closer service, so that goods can be procured elsewhere either for stock or special orders in case they cannot be filled as per instructions, is to improve.

8—Checking Orders

Usual methods in placing orders and trying to remember what is already bought or will conflict are open for changes. Orders placed are often taken for granted without regard to total value, and possible datings. More definite information of numbers, colors and quantities, as an improvement for future reference and to avoid overbuying and duplication, leads to better business.

9—Profits

These are limited only by competition and staple values, met by clever buying and merchandising. Prices can be consistently increased to boost profits without losing sales. Careful study of conditions means better showings.

10—Reception and Attitude

To see a traveler and say "no" should be as easy as if a large order is to be placed. Nobody is attempting to show any merchant how to run his business in asking to represent a line. General attitudes can be improved in personal as well as store interests. Consideration of the time of others is an improvement in most stores.

(Continued on page 220)

Waists
Dresses

Fashion Brand REG.

Infants' Wear
Tea Aprons

The Fashion Waist and Whitewear Co.

Ask Any Successful Buyer

We have just wound up our most successful season. Successful in that we increased our lead in the development of styles which for beauty of Design and Real Value won much praise from the trade.

Orders Doubled Capacity

Our one regret was that we could not possibly make the production come within two-thirds of the requirements. We might have, had we sacrificed our standard, but that is out of the question with us.

Fall Line Now Ready

Our Fall line is complete, and by the way business is coming in it bids fair to excell the Spring effort. As our facilities have been extended we are now in a position to give the very best possible service.

We Are Bound To Lead

We are planning now to take a still greater lead in the development of the Christmas line. To further this end our Mr. A. D. Hornell will spend some time in Paris and London searching the very source of supply for novelties and Dainty Conceptions in our field.

Write For Samples

You will show an interest in your Department if you write us for samples. All enquiries will receive courteous attention.

The Fashion Waist and Whitewear Co.

H. A. Hornell, Man.-Director. **A. D. Hornell, Sec.-Treas.**

DARLING BLDG., TORONTO

If you did it—say so

If you sold or made a particularly reliable or attractive article, and you are satisfied that it is a credit to you, why don't you say so by attaching

An Artistic Silk-Woven Label

and make the article a lasting advertisement for you?

If you know your goods are good value and you are not ashamed to own to the production or sale of them, why do you not make them advertise you? Think this over and send for samples of "Colonial" Silk-Woven Labels.

Colonial Weaving Co., Limited

PETERBOROUGH :: :: ONTARIO

Buy For Fall Where Buying Is Best

"The Largest Children's Dress House in America" logically offers you the widest choice.
The factors that made it the largest, very naturally first HAD to make it the BEST.
The skill and experience that have kept this line at the head have produced a



Fall Line of Misses' and Children's Dresses

far superior to any we have yet shown.

Now being shown in Canada by our Canadian Representative

It places before you the world's best ideas, the market's best values—and a service that will help your sales all season.

Send for Our New Catalogue.

BORGENICHT, KORNREICH & CO.

84-90 Fifth Avenue, NEW YORK

JOS. COHN, TORONTO CANADIAN REPRESENTATIVE

The Children's as well as the Mothers' Approval of Home & Watts' Styles in Infants' and Children's Dresses, account for the Success of this Business

The Home & Watts' Fall showing is a credit to our past successes and will please both mother and child. The make, finish and fit of Home & Watts' Juvenile Dresses are unequalled. Let us send samples. Write to-day.



HOME & WATTS
LIMITED

19 Duncan Street - - Toronto

Coats—that's all

The largest Exclusive Coat House in Canada

and being all, we are enabled to devote our entire energies and facilities to creating garments which only specializing could make possible.

We make all kinds of rubberized and separate coats for men and women.

Write for our latest catalogue showing the various styles.

The National Rubber Co. of Canada
MONTREAL and TORONTO



Planning for the August sale — Phases of the consignment problem — Featuring high-class lines — Animal effects prominent in later styles Fifty-inch coats in majority, but many 36-inch lengths — Influence of pile fabrics

FIRST fur shipments are being sent to Western firms, one of the earliest consignments going to Dawson City merchants. Domestic manufacturers have stock orders well in hand and can forward goods on time. Merchants who import are receiving and marking stocks just passed.

August fur sales are now being planned and several merchants have held successful initial fur displays of travelers' samples. Prospective and exclusive buyers are thus interested by means of broader selection and kept from patronizing larger stores or buying by catalogue.

AN UNJUST TERM.

Different opinions are held by the trade as to the standing of fur houses doing this kind of business. The term "pikers" is applied unjustly because the opening order given by merchants is not thereby lessened on account of this assistance. Firms keeping can add to the season's turnover and materially to profits for the merchant, besides increasing their own sales. Business would otherwise go to individual manufacturers and to those stores which manufacture their own styles.

However, merchants holding these events cannot afford to depend on the firm name of the manufacturing house to create interest. Reputation of manufacture does not always count sufficiently in closing sales and publicity devoted entirely to furs does not always revert on the merchant's interests. Interest that depends on or promotes any individuality for the manufacturer exhibiting is unwise for many reasons. For instance, changed accounts, limiting buying because of better values elsewhere and the inability to make similar exhibit conditions with the same house for next season are all possibilities.

THE CONSIGNMENT PROBLEM.

Consignments during the season invite merchants to shoulder all responsibility on manufacturers and may be unbusinesslike, as claimed by some firms. Extra furs are evidently sold and sales made, that otherwise would be impossible. Average merchants in conducting their fur departments are willing to make a profitable proposition for both sides. To anticipate a clearance by means of consignment may be open to criticism but the opposition should have no trouble in meeting values on a clearance footing and with less desirable lines of stocks reduced to meet leaders. Selling manufacturers' furs is not done without a profit to the merchant and prices cannot be remarkably low. The result is to sell more furs all round, as well as to create locality connection for merchant's reputation and fur authority.

LITTLE RISK IN HIGH-CLASS FURS.

Selling high-class furs is not the risk some merchants think nor is it necessary to carry heavy stocks. Demands for better and novelty furs are making this exceedingly profitable for the dry goods end of the trade. Travelers concede that fur selling is largely controlled by this connection and that there is a practical co-relation between a proper fur department and a ready-to-wear section. Buyers in most localities recognize the novelty-selling possibilities and evident result of demonstrations and consignments is confidence both in salesmanship and scope of departments.

Preparing for opening displays and August sales means making the most of new and carried-over stocks. Style and prices are two considerations in this year's re-marking of last year's stock to this season's standard. Styles have not varied a great



It's Real Quality and Comfort

and what more do you want in men's Fur Coats?

LOOK FOR THE LABEL

"BISHOP"

ON

FUR ROBES AND COATS

Men wear Fur Coats for the real comfort they get out of them. Style is seldom thought of in selecting men's furs, but quality of material and perfection of workmanship are both very important.

The "Bishop" coats protect you from loss and your customers from dissatisfaction. It is real quality and comfort that sells "Bishop" coats.

"Bishop" fur robes are second to none. They give entire satisfaction, are of handsome appearance and the prices are right.

There is profit in "Bishop" furs for you. Get in touch with us.



The J. H. Bishop Company

SANDWICH, ONTARIO.

deal in comparing season showings and advances in price on some lines and likely selling trend indicate chances for careful merchandising.

INFLUENCE OF LOCALITY.

In a great measure locality has a lot to do with price decisions. The advance of approximately 100 per cent. in marmots, increased price for coon and the effects on dyed pieces of this fur carry a suggestion to be applied in re-marking and marking assortments. While the difference in size, value and appearance are not so marked, better prices may be obtained without trouble for many numbers.

NOTABLE STYLE FEATURES.

Some fur combination novelties are noted but are confined mostly to buyers in larger centres. Animal effects are prominent, in long hair furs. Black and white or pointed fox are favorites and natural fox is talked of by exclusive trade. Fancy designs in double skin neckpieces with head and tail, muff effects have sold well and combination silk and fur stoles with large barrel muff to match have been taken to show as display pieces. In dyed, long-haired furs, Alaska sable, black, blue and gray wolf, bear and Columbia sable, some preferred styles show up well at associated selling prices. Mink muffs in varied shapes, especially larger pillow shapes, with larger shoulder pieces or draped shawl designs, string throws and neat neck-pieces to match should be the selling opportunity of the season for more than style reasons. This is a brown and tan suiting and coat selling season.

Fine Persian lamb sets with ermine trimmings and plain black designs in less elaborate pieces are as prominent as ever. Butterfly ties are shown and have sold in quantities to retail at $10 and $15. Similar styles in Hudson seal, caracul and pony skin sets are selling in quantities to meet the medium trade.

Most of the coats are 50 inches long although many 36-inch best grade lamb coats are ordered. Seal, mink, Persian lamb, Hudson seal, muskrat, pony skin and caracul coats are semi-fitting with slightly closer skirt with the slashed effect to relieve the weight in walking. The vogue of fur plush and pile fabrics, near seal, velvet and heavier chinchillas is going to effect the sale of cheaper all-fur and fur collar, rat-lined coats.

High Grade Fur Display in Midsummer

How W. E. Maxwell, St. Thomas, converted an opportunity to advantage — Window and interior showing of garments ranging from $90 to $900 — Created interest in stylish furs and made several advance sales

(By F. J. Thompson, with W. E. Maxwell.)

THERE are many merchants who cannot handle the better class of furs in coats, stoles, etc., because of their inability to stock anything like an assortment, owing to the value. The following experience will no doubt be of great help to many.

Recently the representative of one of the largest Canadian and European furriers visited us. After looking through his samples, we approached him with the proposition that he leave his samples (those of the best quality) with us for display, and take orders for Fall. He was struck with the idea, and was as enthusiastic as ourselves to make as fine a display of furs as ever shown in our city. I arranged the centre of our showroom, 3 yards wide and 10 yards long, first laying green carpet, and arranging furs in space on carpet, surrounding the whole display by nickel chain attached to supports every two or three yards, to keep visitors from handling the garments. I also used one window for same purpose.

The first window on Thursday morning consisted of entirely white and ermine trimmed coats, stoles and muffs. This made an attractive and catchy display. On Friday, I showed exclusively Hudson seal and near seal, and Saturday we had an exclusive mink display. The values of these garments ranged from $95 to $900 each.

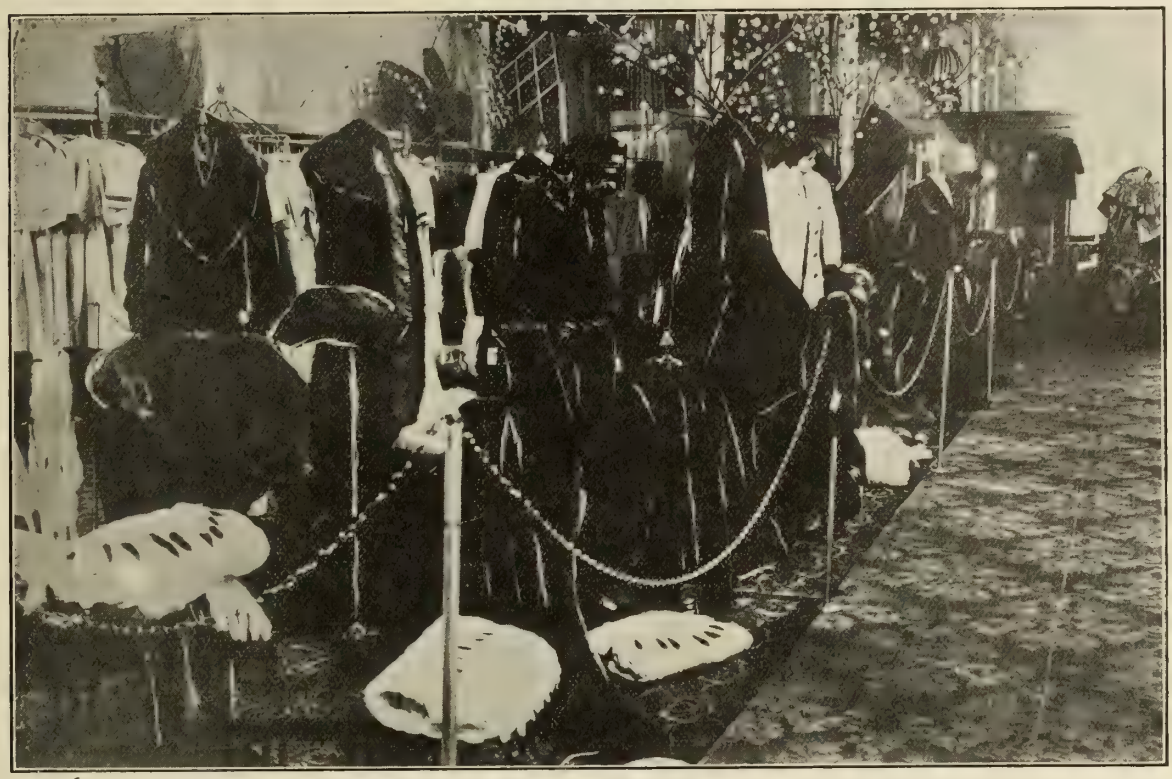
One will readily understand how impossible it is for a store in a small city to handle anything of a stock sufficient to give any selection of goods at these prices. Hence our idea to take special orders from actual samples.

Our advertisements for Wednesday and Thursdays were exclusively of the display and reasons for same.

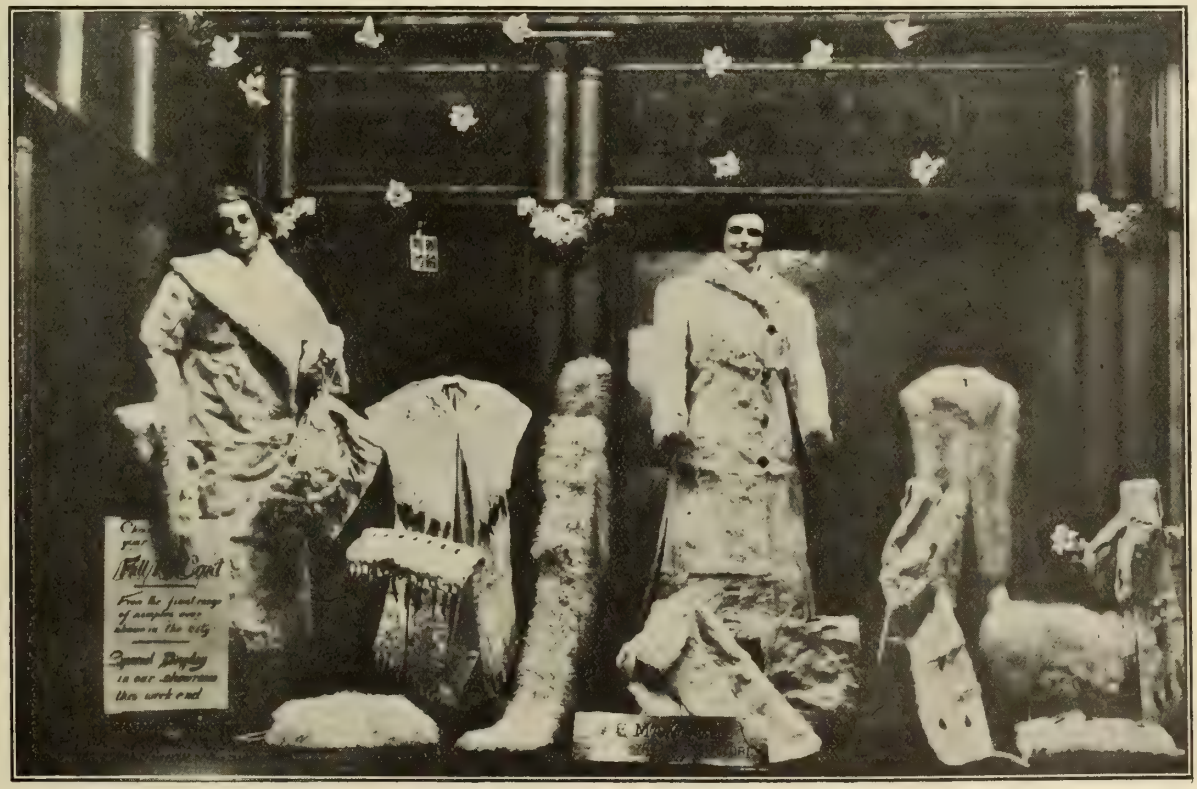
It was certainly a great success. We took several orders for coats and fur sets at prices that really astonished us, but at the same time we could not have sold so many had we not been able to display such an extraordinary selection, the sales in every case being made with customers who generally purchase such garments in the large cities. They certainly appreciated our effort to keep trade in our own city.

Even had we had no sales we would have been satisfied with the excellent ad. it gave us.

It certainly made a stir in town, and there is no doubt that when Fall comes we shall not regret our Midsummer display quite apart from the orders we took.



Showroom display in connection with special order mid-summer event. A space was chained off, carpeted, and the garments effectively posed.



Showing of furs in connection with mid-summer special order display. — By F. J. Thompson, with W. E. Maxwell, St. Thomas.



MENS CLOTHING AND FURNISHINGS



Weather at last favorable for the clothing department — Style tendencies in Canadian market — Will English lines have a more extensive vogue — Features of new Fall garments — Overcoats of Chesterfield type returning — Will broaden the demand particularly in cities

THE prevailing hot weather is now bringing the clothing department to its own. There is something more besides raincoats in demand, and although early unseasonable weather was such as to cut off a certain part of business in the clothing department, the Summer season is now assuming decidedly promising shape. There is a remarkable run on blues, and though there is hardly a scarcity, yet in some quarters it is evident that some difficulty is being experienced in keeping the wanted sizes in stock. Neat, grey suitings are also having a strong run, and soft tone browns are very good.

The season is not one that can be said to have a distinctive style. That question is probably secondary to the requirement that the garment look well, fit well and be comfortable—and when it comes down to the fine point that is the main thing when Canadian styles are being considered for the average run of business. Still, one must not overlook the fact that some garments that are distinctly English in cut are being sold and it is reported that English manufacturers are inclined to pay greater attention to the Canadian market than heretofore. Whether they will have to revise their sartorial measure of the market's requirements or whether the market itself will win the day, remains to be seen. Should a new and radical vogue succeed it will only be after a gradual, almost unconscious process.

The only note in the Fall outlook that calls for particular comment has to do with overcoats. The city trade will undoubtedly see the revival of the Chesterfield type with its small collar and suitability for street wear. Coats, on the Ulster order, will still be a feature for motoring, driving or any purpose which calls for a heavier, warmth retaining garment. Clothing men, therefore, predict that many Winter wardrobes that formerly contained one overcoat, will now have two, and that by reason of their distinctive uses, the Chesterfield and Ulster with convertible collar and belts—belts are to be a feature next season—will both be in favor. For the country wear, however, the larger coats with soft, lofty, napped finishes will have the greater call.

Market conditions generally are reported to be in a fairly satisfactory condition with likelihood of a good ultimate season's business. From some sections payments are inclined to be slow, and this is attributted to two causes; one being the delayed payments on grain, due to inadequate facilities for conveying it to distributing centres, and another is the possibilities for profitable investment in the West. The real estate boom is, of course, regarded as a contributing factor. However, the market is there and with conditions generally favorable the Western retailer will prove himself no uncertain element in the distribution of high-class, profitable lines.

Feature Sporting Lines

Department that offers good opportunity for the men's wear dealer — Distinctive articles that appeal to men of athletic hobbies.

The requirement that different kinds of sports or outing pursuits shall have a distinctive form of dress accounts in large measure for the increasing importance attached to Summer clothing and furnishings in stores outside of the large cities. The growth of the country, and the increase in wealth are accompanied by many new style interpretations, and among them is the dictum that men shall more definitely fit their costumes to their pastures. Hence, it is that almost every kind of sport now has its dress



Study Your Customer's Comfort—
—there's money in that for you

Far-sighted merchants are now stocking **W. G. & R. Closed Crotch Athletic Underwear,** because it is the last word in Summer comfort and coolness. We have secured **the sole Canadian right** to manufacture Closed Crotch Combinations out of **nainsook and all piece goods.** W. G. & R. Closed Crotch Athletic Underwear is bringing repeat orders every mail.

Are you prepared for the demand?

Write us to-day.

The Williams, Greene & Rome Co., Limited

BERLIN, ONTARIO

Factories:—Berlin, Waterloo and Hanover

TRADE W.G.R. MARK

identity, and this is a point of sartorial development that has meant good business to the men's wear dealer. It has also required much closer study of novelty in the market for Summer purposes.

The latest feature, taking the form of a revival, is the blazer coat and hat. It will be remembered that this garment and cricket events were inseparable, but it will now have no such narrow limits. It will make its appearance at tennis, golf, polo matches and also at regattas. The fact that knitted blazers are also to make their appearance may give it vogue for other occasions where utility will count for more than style or color.

Tennis is now an exceedingly popular pastime, and the fact that in large towns and cities an increasing number of organizations have their own courts, and hold regular tournaments, has given the men's wear dealer an opportunity to feature still more strongly trousers of flannel, or white or striped serge, the tennis shirt with wide sleeves and hats to match. The merchant who emphasizes this line in advertisements and windows should meet with some demand, and at the same time find a puller for other lines. Golf players are also to be served with distinctive clothing, although in this department the demand for white apparel is not so marked.

Yachting, motoring, riding all demand distinctive touches in dress, and though all men's wear dealers may not prepare themselves to supply complete outfits the principal idea is to feature articles which will attract the attention of people in his locality and induce them to do business with him. A reputation for a good tennis shirt, trousers that appeal to the golfer, coats that interest the cricketer, and many other articles that catch the fancy of the man with a sporting hobby are sure to prove profitable. It may not be that great business will be done in these lines, but the idea is to get these people coming to the store, for, as a rule, this is a class of trade well able to consider high-class lines irrespective of price.

The men's wear dealer should look well to his sporting lines.

Displaying Outing Wear

An idea that brought business for clothing and also enquiries for sporting goods and toy departments.

An idea that lends itself admirably to the display of outing attire was recently applied in the clothing department of the T. Eaton Co., Toronto. A canoe and a miniature motor car about eight feet in length, brought from the toy department, were placed on two clothing tables and in each were grouped units of clothing suitable for the sport suggested. Above a third table, a tennis net was stretched between two pillars and on the table below was an attractive display of outing wear. It was a suggestive display and the unusual appearance of these things in the department drew considerable attention. What is more, it created some inquiry for canoes and the class of toys represented by the motor car. In short, it helped boost the clothing, the sporting goods and the toy department, the latter two having location on the top floor.

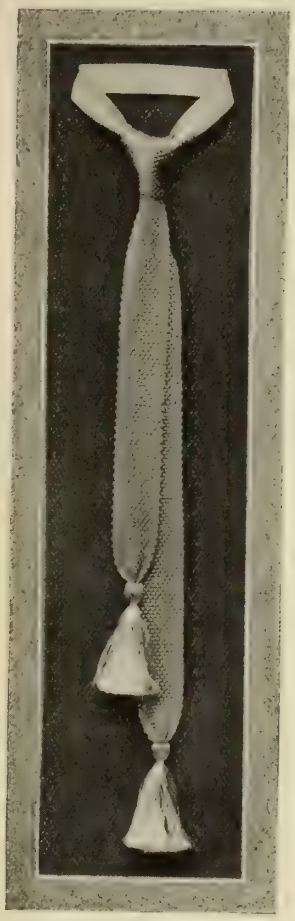
Giving Away Good Yellow Money

In connection with their fiftieth anniversary, a New York clothing firm will hold a "Grand Golden Jubilee Celebration." They say it is to be an "event so brilliant that it will be long remembered by every man far and near." The really brilliant feature, however, will be the presentation of a $2.50 gold piece to every purchaser of a suit or overcoat during the celebration. Special values are to be offered during the event. Another firm in Worcester, Mass., also announce that they will give away good, yellow money on a certain Friday and Saturday. The gold pieces are with every suit, and the firm guarantees every suit in the store as being strictly all wool.

Blame for Collar Shrinkage

An item or two in regard to size measurements of collars may be interesting to dealers who receive complaints from their customers in regard to the matter of shrinkage. The blame for this defect is usually laid at the door of the custom laundry and sometimes with reasonable grounds. The rule for size measurements is "from the extreme of one buttonhole to the centre of the other." This *was* the universal method, anyhow, and a 15 size collar measured 15 inches *from extreme to centre,* as noted. The reason for this scale of size-gauging was to allow about a half-inch for the over-lapping at the buttoning place, so that a 15 size collar, therefore, measured 15½ inches *from extreme to extreme* and sat snug 15 on a 15-inch shirt neckband. This makes clear the reason for the saying that a collar should be the same size as the shirt neckband.

It has recently been stated that some collar manufacturers have dropped the old method of measurements and now gauge their sizes from one extreme to the other. In such cases a 15 size collar is the old 14½ measure; and a man using collars of this manner of measurement will imagine shrinkage to be the reason for his tight fit. This may give light on some of the difficulties experienced by consumers, but it is offered on behalf of manufacturers rather than as comfort to the custom laundries—though we put it gently to the laundering brotherhood, a community that gives "first aid" to the manufacturers.—*New York Clothier and Furnisher.*



Knit Ties



Knit Mufflers

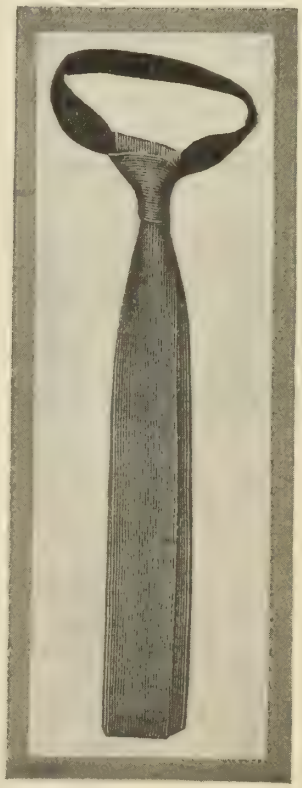
KNITTED NECKWEAR

The Big Seller For Fall

The demand for "knitted neckwear," instead of decreasing, as predicted by some of the manufacturers of silk neckwear, is increasing every day, and the indications are that it will be by far the best seller this Fall.

We have prepared some novel new lines which will create a stir in the trade and popularize more than ever the knit goods.

"KNIT MUFFLERS," we believe will fill the long felt want for a neat, warm muffler without the cumbersome and unsightly neckpiece. This muffler will be the muffler of the well dresssd man and woman.



SEE OUR FALL SAMPLES

The Laces & Braids Manufacturing Co., Ltd.

121 Prescott Avenue -:- -:- Toronto, Ontario



New Styles

for

Fall 1912

Fifty of them—the work of celebrated fashion artists, in co-operation with designers of the Art Tailoring Company. All of these go in with the new Sample Book ready July 1st.

An exclusive service.

Be first in your town to ask for it

ART Clothes have gained more good customers for Live Wire stores than any other line of made-to-order tailoring. Fall 1912 possibilities are bigger than ever. Write at once.

The Art Tailoring Company
Toronto LIMITED Canada

Art Clothes

for

Fall 1912

This picture illustrates one of the set of eight new Style Cards for next season. The originals are 20 x 30, hand-colored, heavy board. Eight cards go with the new Sample Book and Fashion Portfolio.



First Choice—The ART CLOTHES AGENCY

THIRTY new Agencies ready for acceptance July 1st. Seventy already taken up by merchants who have waited since last Spring. Make application at once to secure Selling Equipment for Fall

The Art Tailoring Company
Toronto LIMITED Canada

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

The Finest Sweater Coat in Canada



Is without question that now being manufactured exclusively by the C. Turnbull Co. of Galt.

This is a sweater which will be in great demand by those who want something really good.

Every good merchant knows the quality of CEETEE UNDERWEAR. Every Sweater Coat is made with the same care—same process—same quality of wool workmanship as CEETEE underclothing.

Every join—seam—pocket, etc., is ***knit***, not sewn, together. Every Sweater Coat is full fashioned and made from 6 strand pure wool.

Send in your orders ***now*** and get the cream of your trade.

There is nothing in Canada or the world that can compare with

Turnbull's Shaker Knit Sweater Coats

Manufactured only by

The C. Turnbull Co, of Galt, Limited, Galt, Ontario

448

The "Star" Men

will be out with the Spring Samples in August



Our Spring samples of "Star" brand shirts, underwear and neckwear are about ready for your inspection.

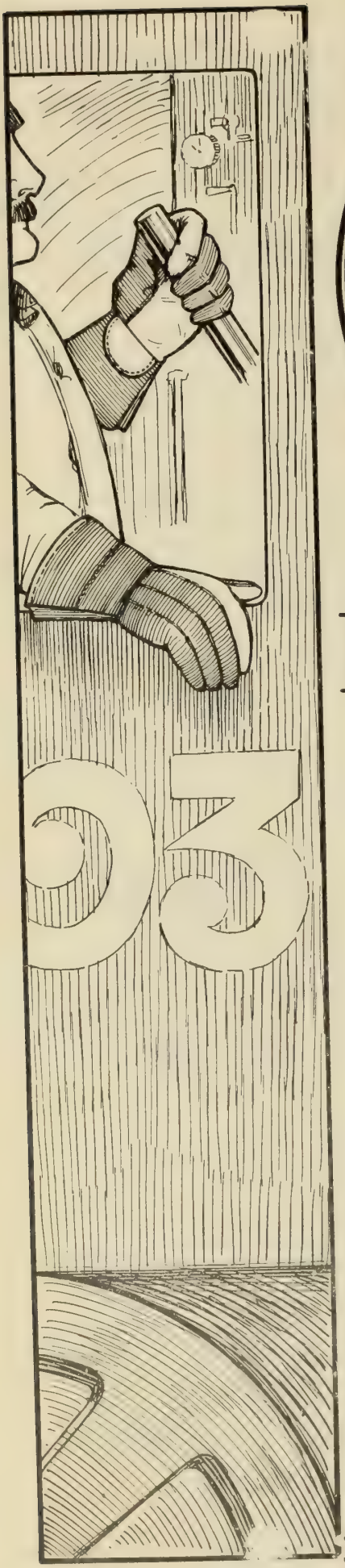
Our representatives will start out in August with the complete ranges of our specialties, and will call on all the best stores in the country.

Wait for the "Star" man before placing your orders.

For present delivery and sorting orders we are ever at your service with a complete showing.

Van Allen Co., Limited

Hamilton -:- Ontario



RYAN

"Ryan" Gloves For Every Use

Bring the Glove

You can either make your store a "Magnet" and draw the glove trade or you can repulse it by selling the right or wrong kind of gloves. If you know your glove trade you know that the man who wants hard wearing gloves wants them and will go where he can get them. This is a good trade to secure and handling "Ryan's" gloves is the best way to get it.

THE ROBERT
Three Rivers,

E. H. Walsh & Co., Selling Agents, Toronto

Walking
Driving
Automo-
biling
Working

RYAN

Trade to You

Ryan's gloves are gloves of all purposes---from the light street glove to the heavy wear kind---the glove for riding or driving or the glove for teaming --- the engineer's and brakeman's or the chauffeur's glove.

The men's glove trade is worth while trying for.

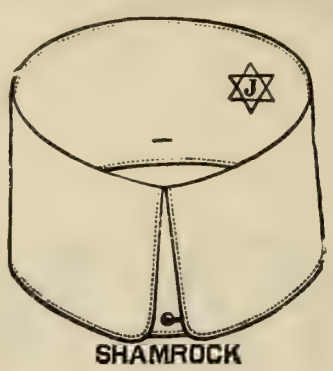
Ask your wholesaler.

RYAN COMPANY
Quebec

Branch Offices: Montreal, Winnipeg, Vancouver



AUSTRIAN COLLARS



If you don't know the line write for catalogue.

Terms net 30 days 1st following. Order while stock is complete.

This offer will save you money

Think It Over

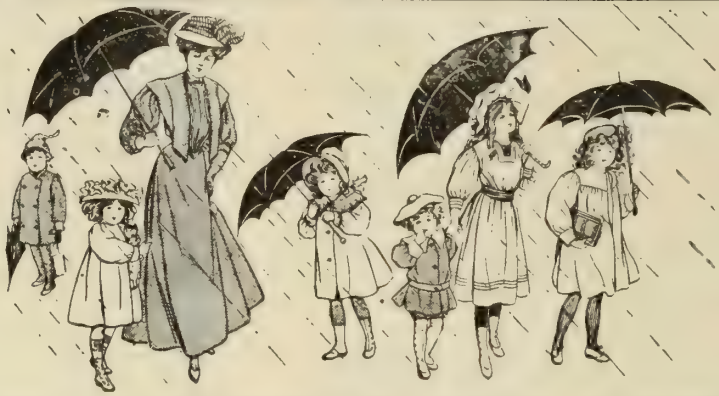
Prices good until further notice.

Why pay $1.50 for M. J. & L. Austrian Collars when we offer them in

Small lots at $1.35
100 dozen lots at $1.25
100 dozen lots at $1.15, if 30% of order is single Band Collars
500 dozen lots at $1.10, if 20% of order is single Band Collars

The Canadian Underwear Co.

MONTREAL



"If we'd had our 'Cravenettes' we should have been all right."

BUYERS OF SHOWERPROOFS SHOULD ASK FOR THOSE PROOFED BY

The Cravenette Co., Limited

DUST-PROOF as well as SHOWER-PROOF.

The "CRAVENETTE" Co., Ltd., affix their stamp only to such goods as are suitable in quality for SHOWER-PROOF purposes.



Facsimile of Stamp.

Therefore this stamp is a guarantee, not only of SHOWER-PROOF properties, but also of the QUALITY of the material.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS.

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE, (Proofers to the Trade.)

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

THE Deacon SHIRTS

For Outing and Working

Our range of Shirts completely covers the wants of the outing man and the labourer. "Deacon" shirts are perfectly made and finished in every detail.

In the outing shirts you will find the new snappy styles which will appeal to the sporting or outing men and boys.

WRITE FOR SAMPLE.

For Men and Boys

THE DEACON SHIRT CO. :: Belleville, Ont.

KANT KRACK

COATED LINEN Collars



Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

EVERYWHERE IT'S KANTKRACK

Everywhere—from the smallest village to the largest city—from Vancouver to Halifax the "KANT KRACK" coated linen collars are sold and worn. They are popular because of their style and satisfactory wear. The flexible lip and the slit back ensures wear and comfort.

"KANT KRACK" means economy—no laundering, simply a rub off with a wet sponge.

ONE GRADE ONLY, AND THAT THE BEST.

Stock up to-day with "KANT KRACK". (Made in Canada) by

The Parsons and Parsons Canadian Co.

HAMILTON -:- ONTARIO

Sovereen Brand

The Glove, Coat and Robe Season Will Soon Be Here

Comfort, style and value combined in our Gloves, Mitts and Gauntlets. We are the original producers of the celebrated Black Galloway Coats and Robes. Our motto: The best goods for the least money.

The Sovereen Mitt, Glove and Robe Co., Limited
Delhi -:- Ontario

Wreyford & Company

Toronto

WHOLESALE MEN'S FURNISHERS

Dominion Agents for

YOUNG & ROCHESTER, London
Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO., London
High Class Hats and Caps. Latest shapes The "Inver" and "Lothian"

AERTEX CELLULAR
Underwear and Shirts, Union Suits and Shirts and Drawers, stocked in Toronto

T. H. DOWNING & CO., Leicester
Manufacturers Hosiery, Knit Goods, etc.

COHEN & WILKS, Manchester
"Aquatite" Coats for Men and Ladies. Rubber and yarn-proof. See our Hand Spun Coat—The "Thoroughbred."

Now showing Fall Samples
Spring Goods in Stock

ARTICLES on Business Management, Seasonable Merchandising; Artistic Display; Advertising, Store Construction, Salesmanship and Methods that boost business, appear in this number of The Review. These are of interest to ambitious members of your staff. By passing the book along to them when you are through with it, you not only give them a means of self-improvement, but they may thereby be enabled to add to their store efficiency.



SPECIALISING
PRODUCES THE HIGHEST
EFFICIENCY

WE SPECIALISE IN

JUVENILE WEAR

STYLES—Up-to-date
SHAPES—Perfect
MAKE—Very Best

The serges used are made by Hamlyn Bros. Limited, whose mills are at Buckfastleigh, Devonshire, which is a guarantee of durability and permanence of color. They are the makers of the celebrated "Devonia" plain and fancy coatings.

Sailor Suits	Washing Suits	Reefer Coats
Tunic Suits	Velvet Suits	Officer Suits
Fancy Suits	Washing Blouses	Covert Coats
"Everyboys" Suits	Serge Knickers	Girls' Costumes



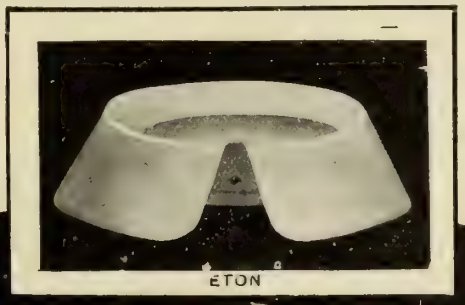
Victoria Factory, Plymouth
Noble House, Noble St.
London, E.C.

LANCASTER & CO. 1900 LTD.

CANADIAN AGENTS
Vancouver, G. K. Marshall
432 Cordova St.
Montreal, Harrower & Johnston, 301 St. James St.

LINOLO COLLARS

Stand Where Others Fail



AEROPLANE

REGISTERED
LINOLO
WATERPROOF COLL
SIZE 13

All waterproof collars are not "LINOLO"—remember the name and send for samples of our various styles with or without non-corrosive aluminum eyelet.

"ETON" collars in all sizes 11-13½. NOT CELLULOID but waterproofed linen. Linolo collars are worn everywhere and for every purpose.

THERE'S PROFIT IN "LINOLO"

Made in all leading styles

1475-77 QUEEN STREET, WEST
TORONTO

The Smith-D'Entremont Company, Limited

Catalogue Sent On Request

Hundred Ways to Improve Fall Business

(Continued from page 198)

11—Contracts

Unwieldy contracts are unnecessary, but in making a firm or manufacturer live up to agreements, merchants have a field to enhance both the reputation of the store and their own veracity. Shipments, as ordered, are essential to successful retailing. Merchants should insist on dates, quantities and numbers as specified to control their business as an improvement.

12—Facilities

These can be improved everywhere. No buyer can do justice in an ill-lighted and smelling sample room, much less ask assistants or special customers to go there. To avoid trying to do several duties at one time is a pertinent suggestion to most buyers in the interest of the store. Satisfaction to everybody results by having proper space to see goods, although to see them on the counter is a favorite way, as suggesting the appearance of the piece.

13—Support

Having decided to buy, an order placed in any line is, naturally, what buyers of each department can sell or think they can. While initialling the order and scrutinizing items, support or criticism expressed by the merchant himself is an indication to travelers of confidence to be placed in the buying decisions of that buyer. Buying reputation is made by any firm, when it is found necessary to cancel part of the order, matters are adjusted quietly. It is not at all smart to show authority for authority's sake, or because of non-assurance to invite criticism as to confidence in the order.

14—Practice

Many stores apply principles and practices because of previous connections. Some of these are the result of former procedure and can be traced to a reluctance to change when conditions point the way. Personal controversy with a firm or past unsatisfactory service cannot always apply. Other firms are constantly improving as fast as the business being conducted by the merchant. Some departments are saddled with unnecessary charges under the excuse of buying trips, which are little more than vacations. Connections are held or dropped because some previous buyer found his best values with certain houses. Because other merchants follow condemned practices is no reason why business could not be improved by acting on information which shows there is a better way. Fear to change often affects profits and hinders buyers. To remove restrictions is often an improvement.

15—Knowledge of Style Trends

Most buyers find that their early style convictions prove correct, and must acknowledge that more information on style topics would have led to the confidence of ordering, if the goods had been shown in advance. Each wholesaler or manufacturer has a different interpretation and the merchant's combined Fall buying in all departments gives a basis of style and an authentic version of stocks as a whole in the store. In passing goods into stock, buyers find that in following a dominant style note they are not as close to the actual features as they would like. Assurances as to coming demand are overruled by inquiries over the counter at the time. This is followed by a scarcity of goods which inspiration told buyers to buy. Application, therefore, in order to sense coming sales and prepare for them is an improvement. Many sources of information are possible, and to extend the study of style and broaden the knowledge of likely trends is not a hard matter. Previous experience in large cities will prove a verification or otherwise. Early study, information and deduction helps the buyer to act upon his convictions.

16—Confidence

To be sure a decision is right and go ahead gives greater confidence of ability and helps in planning merchandising. Half-hearted interest does not create enthusiasm on the part of others or convey any confidence that goods on the shelves are right in value, style or likely to meet the assured demand of fashion. Correct showings, season after season leave an impression with customers that invites future patronage. Improvement in this regard this Fall will be measured by extra confidence and its justification represent.

(To be continued)

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Do You Want The Agency ?

Only one merchant in every town or city can have it.

Will That Be You?

This is what the "Fit and Fashion" Made-to-Measure Clothing means to you—

It means you can reduce your stock of ready-mades.

It means that you can do a better class of business and yet not carry a large stock of exclusive high-priced goods.

If you are a furnisher only, you can make this made-to-measure line a profitable side line.

We give a six-day service and a positive guarantee. "F. and F," clothes retain their shape.

WRITE TO-DAY FOR THE AGENCY.

JOHN DAWSON
LIMITED
77 York St. Toronto

Buyers' Guide

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

HARVEY KNITTING COMPANY, WOODSTOCK.

A very fine range of ladies', men's and children's summer underwear will be shown by the Harvey Knitting Company, Limited, Woodstock, Ontario. During the last few years, finer underwear has been used than formerly, and manufacturers have been taxed to their utmost to turn out the finer grades required by the consumer. The highest point of these fine goods has been reached by the Harvey Knitting Company in fine summer underwear.

The manager of the company is K. W. Harvey, and the secretary, W. Barrowclough, both of whom have had a long experience in manufacturing, and were the pioneers of this class of work of the fine gauge in Canada, and also who have made the knit goods of Woodstock famous for their qualities.

Naturally, with such an experience, modern factory buildings, which have just been put up, and the very latest and newest machinery, an exceedingly high grade of goods will be made, and prove that the Canadian made goods are equal to the very best manufactured abroad.

Many new features will be introduced, particularly in men's and ladies' combinations, to which special attention will be given.

Goods will be made from the finest spun American cotton, also Egyptian, and Sea Island, mercerized, and also silk, and from using the best grade of stock, it will be possible to obtain perfect garments.

Those customers who have been buying Woodstock goods, made under this management, will no doubt be glad to see them in the market under the firm name of "Harvey Knitting Company," with new lines and styles, and it will be of interest for them to wait until they see these samples before placing their orders.

PROFITABLE LINES

for your Notion Department—Collar Pins, Beauty Pins, Ladies' Cuff Links, Bead Necklaces and Ear-rings to retail at popular prices. Write to-day for samples.

R. A. PHILLIPS

The Notion and Jewelry House

77 YORK STREET, TORONTO

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

The ladies' goods will be made in elastic rib, and also in the porous Birds-eye Ilet fabrics, which these people first introduced into Canada.

As this firm is selling to the retail trade only, these goods can only be obtained from the representatives of the firm, who will be out at the proper time with the full range of samples.

"Airywear" is the name given by the Harvey Knitting Company to a new knitted cloth in ribbed mesh, which will be shown to the retail trade in men's and women's garments. This cloth is the newest kind of porous knit. It is made on a new style of machine, and as indicated by its name, is of an extremely porous nature. At the same time, it combines with it a maximum of strength. There are 500 porous air holes to the square inch, and over one million apertures in an average sized union suit garment, which enables a perfect circulation of air, thus giving a coolness by this fabric better than any other. In ladies' it will be made in vests and combinations particularly, and in men's in two-piece suits, combinations, also coat shirt style, and in the athletic. Combinations being in such increasing demand, special facilities have been made for turning out this garment as well as the elastic rib. The Harvey Knitting Co., are the only makers of this new fabric in Canada.

PEARSON'S SKIPS AND HAMPERS.

Pearson & Son, Nottingham, Eng., have for over 90 years been manufacturing baskets, hampers and skips of every description at their present address, Dudley Works. Commercial skips are their specialty. Their special Colonial Basket is so exceedingly well made and finished that it appears about perfect for the purpose for which it is intended, namely, to stand the heavy continuous wear baskets are put to in the remote parts of the Empire. Pearson & Son, are the owners of valuable patents, which add to wear-resisting properties, more especially in the methods of attaching the solid hide footing, lid ends and lid rails, without stitching, making it impossible for hide to come loose. They also secure lining attachments in such a way as to make it impossible for the waterproof linings to be detached from the basket, An attractive, illustrated list has been issued and should be seen by all users of skips and warehouse baskets. Factory, Dudley Works, Nottingham. Sample rooms, 17-19 Finsbury St., London, E.C., and 4 Spear St., Manchester.

* * *

SCHACK CO. IN NEW FACTORY.

The Schack Artificial Flower Co., Chicago, manufacturers of artificial flowers and all kinds of decorative specialties, are now occupying their new factory, 1739-41 Milwaukee Ave., in which the most modern equipment that money can buy has been installed. A new feature is the display room, in which are built model windows with special backgrounds, by means of which a trimmer can see at a glance just how certain flowers would appear in his own windows. The whole room is fitted up with this object in view, and to eliminate all guesswork. Trimmers who intend going to the Chicago Convention in August should visit this display room. Two sections in Exposition Hall have also been reserved for that occasion.

Condensed Advertisements

An advertisement under this heading will cost you two (2) cents a word for first insertion and one (1) cent a word for subsequent insertions, and your advertisement will go to 5,000 merchants each month

AGENT WANTED

AGENT WANTED ON COMMISSION TO sell the Skeldon blanket in Maritime Provinces and Newfoundland. Miller & Porteous, Limited, Skeldon Mills, Ayrshire, Scotland.

AGENT WANTED—TO SELL THE WELL-known Skeldon blankets on commission, in Newfoundland, Nova Scotia and New Brunswick. Miller & Porteous, Skeldon Mills, Ayrshire, Scotland. (2)

WANTED—AGENT ON COMMISSION FOR principal Canadian towns by leading English manufacturer of high-class dress trimmings and embroideries. None but well established firms need apply. Box 86, Dry Goods Review, 88 Fleet Street, London, England. (1)

ENGLISH LEADING MEN'S TIE MANUfacturers seek a capable representative for Eastern Canada to call on large retailers. Must have first-class connection in Montreal, Toronto, Quebec, etc. When replying please state fullest particulars and references to Box 88, Dry Goods Review, 88 Fleet Street, London, England. (1)

AGENCIES WANTED

AGENCIES WANTED — FOR MANITOBA, Saskatchewan and Alberta. Specialty lines to the retail dry goods trade. Address J. R. GALBRAITH, P.O. Box 765, Winnipeg. (tf)

PRINTING

BOOKLETS, CATALOGUES, PRICE LISTS, Handbills and any other fine printing for the dry goods trade, at fiercely competitive prices. Russell Smart Advertising Agency, 40U, Chancery Lane, London, England. (tf)

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

SITUATIONS VACANT

REPRESENTATIVE FOR THE SALE OF leather travelling bags and trunks, athletic goods and fancy leather goods by a firm of London manufacturers. Apply, stating terms required and giving full references, to Hepburn, Gale & Ross, Ltd., Grange Road, Bermondsey, London, E.C., England.

EXPERIENCED SPECIALTY SALESMAN wanted, advertising experience desirable. This is good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MACLEAN PUBLISHING CO., LTD., 143 University Ave., Toronto.

WANTED—A SALESMAN FOR MONTREAL with good connections among dry goods retailers in Provinces Quebec and Ontario. Must be gentlemanlike, A1 in every respect, and speak both languages. A gentleman that has served with a wholesaler of the line preferred. Only applications containing complete record of former positions and salary required will be considered. Apply care Dry Goods Review, Montreal, Box 8. (3)

MISCELLANEOUS

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Co., Limited, Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating and Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

FIRE BUCKET TANKS AND OILY WASTE Cans cost little and soon pay for their cost in reduced insurance rates. Large reductions result from the installation of Fireproof Windows, Doors and Skylights. We are specialists in these lines and can quote you a close price consistent with really fireproof goods. A. B. ORMSBY, Ltd., Toronto and Winnipeg. novl2

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

ELLIOTT-FISHER STANDARD WRITING-Adding Machines make toil easier. Elliott-Fisher, Limited 513 No. 83 Craig St. W., Montreal, and Room 314, Stair Building, Toronto. FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, Sole Agents for Canada.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge Street, Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00, and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide Street West, Toronto. Canada. (tf)

SPECIALIZING IN BROAD SILKS.

Every merchant realizes the importance of keeping his silk stock well assorted in staple lines, as well as replete with all the leading novelties as they arrive. Owing to its perfect buying organization, and its extreme foreign connections, Silks Co., Ltd., Toronto, is in a specially advantageous position to obtain advance style information, and for purchasing wanted goods. Therefore they can be relied upon to have in stock not only the leading staples, but also those novelties which their intimate acquaintance with the Canadian trade assures them are especially adapted to the needs of the merchants of the Dominion. Buyers, therefore, can rely upon Silks Co., Ltd., not only for the silk fabrics that form the selling staples of the season, but also those much-desired novelties that build up profits and make for departmental reputation.

The strong tendency all along the line is towards the adopting of broad silks, which have been in such short supply during the present Spring season.

Other novelties also stocked in broad silks are soft satin brocades in street and in evening colors. Pastel shades are strong for evening wear, with pink, sky, and helio as the leaders, and buyers may rely upon obtaining these and all other wanted shades in all weaves and qualities. There is a strong interest developing in ribbed silks and the latest novelty shows a ribbed ground with a small brocaded figure. These novelty silks come in many patterns and in street and evening colors.

The silk shirt is the Summer's latest high class development. This shirt is made from firm weaves in Habutai. These are of medium and extra qualities, promise to be in strong demand another season, and not only is Silks Co., Ltd., well prepared to care for present orders, but they will be in a position to take care of all orders placed for Spring delivery.

H. C. BOULTER & CO.

One of the best known personalities in the Canadian ready-to-wear garment trade is H. C. Boulter. In the early days of garment manufacturing when few firms were equipped for the production of high class garments, the lines of coats, suits, waists and dresses put upon the market by the old firm of Boulter & Stewart enjoyed a well-earned and merited amount of distinction. This firm was one of the many sufferers in the big Toronto fire, and later was reorganized as the Novi-Modi Co. Since that date and down to the present time, Mr. Boulter has been at the head of the Novi-Modi organization.

Recent changes have resulted in the establishing of H. C. Boulter & Co., and the new firm has secured the requisite large space for the establishment of an up-to-date factory on most modern lines, as well as for handsome showrooms and office space at 445 King West. This location, close to the junction of King and Spadina, is a favorite one with high class garment manufacturers. The new firm will specialize in coats, suits and dresses, and as heretofore will cater for the better class and novelty trade.

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"HITS"

Veilings of merit and
Earn the approval of
In style and quality are
Laces will excel and the
Insertions will be good
Nets for dresses and the
Great variety in our
Splendid values in

Bandings that will
An ever critical public
Now ready in our new range
Demand for allovers and
In the Fall season
New Flouncings are shown in
General assortment.
Scarves in fancy designs are

also seen in our samples and will prove attractive for Fall and Winter Customers.

Beaded trimmings are
Every dollar invested
Satisfactory returns.
Trimmings are classy and

Good Fall buying and
Ought to bring quick
Our Fall, 1912, range of
Demand the attention of the

best trade. Send for sample shipment and prove the "Thompson" values and styles for yourself.

The Thompson Lace and Veiling

COMPANY, LIMITED

76 Wellington Street W.

TORONTO

Priestleys'

FALL 1912

Yenna Whipcords
Stella Whipcords
Desmond Whipcords
Leslie Crosscords
Barbican Cloth





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FALL LINE COMPLETE

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Send for electros of cuts for advertising.



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GREENSHIELDS LIMITED

MONTREAL

DRY GOODS REVIEW

Vol. XXIV ◆ PUBLISHED SEMI-MONTHLY ◆ No. 14

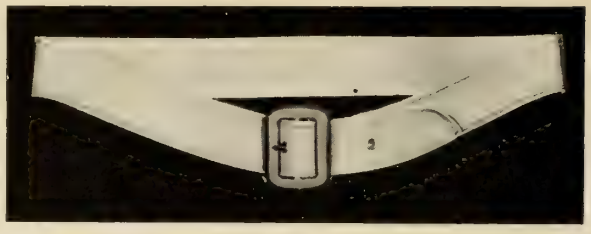


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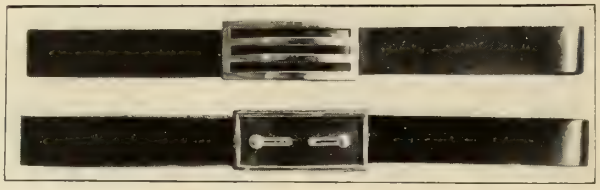
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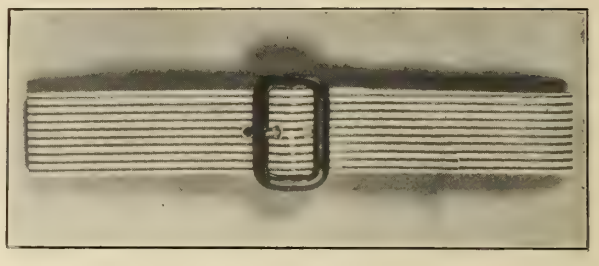
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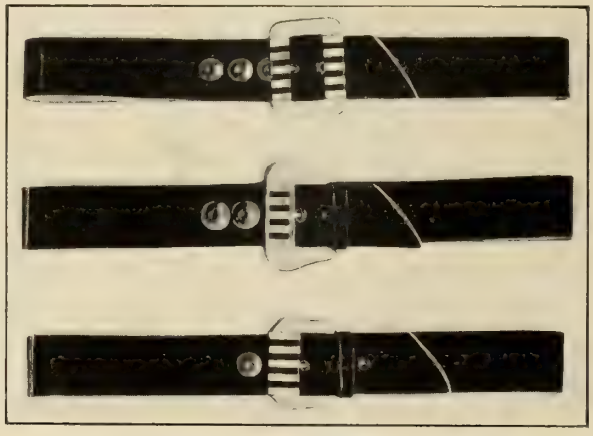
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No. 231.



No. 235, Assorted Buckles.

No. 238 Belt is made of Imitation Patent Leather

Black with white piping,
Red with black piping,
Sky with white piping,
White with white piping.

Also can be had in

Navy and Brown with white piping.

Retails, 1½ in. at 25 cents, 2 in. at 30 cents, 2½ in. at 35 cents, covered and metal Buckles.

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No. 231. Girl's Coat Belt, stripes of various colors on white background with covered buckle to match. Stripes made in 1 in., 1½ in., and 2 in., to retail at 10, 15 and 20 cents.

The Western Leather Goods Company, Limited

1191 Bathurst Street, Toronto

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto, July 17, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

PUBLISHERS DRY GOODS REVIEW

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SUBSCRIPTION PRICE:

Canada, Great Britain, Australia, South Africa and the West Indies - -	$2 a year
United States -	$2.50 a year
Other Countries - - - - -	$3 a year
Single Copies - - - - - - - - -	25 cents

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The Year's Better Half

THE second half of the year is now well under way, and it should be possible to comment with some degree of certainty upon the year-end prospect. The almost supreme factor at present is the crops, and all authorities, basing their statements upon direct information, seem agreed that everything points to a record year. Apart from the fact that a considerable percentage of the Fall wheat crop was winter-killed, nothing has as yet occurred to mar the outlook. It cannot but be inspiring to manufacturer and merchant to know that an excellent crop is assured.

Much depends upon the reliability of the fact, however, but in the light of so much evidence, it is safe to say that one serious element of uncertainty existing in the fore part of the year may now be set aside with confidence. Manufacturers in all lines associated with the dry goods trade are exceptionally busy. In fact, buyers declare that such is the condition of the market that it is almost impossible to obtain definite assurance as to delivery on wanted goods. Early weather was unfavorable to anticipation, and now that manufacturers foresee an excellent Fall season, and are pushed with present business, a situation has developed that seems to answer the statements of pessimists that production was in danger of outstripping possible demand. There seems little warrant for such predictions as applied to Canada this year, no matter what the line of industry.

From discouragement over the backward Spring and Summer seasons, merchants have been suddenly confronted by genuine Midsummer conditions, and it is not surprising to find that buyers who adopted an over-conservative policy will have to hustle to get goods for eleventh-hour purposes. In view of these conditions there should be less occasion for unusual clearance or slaughter events, apart from the usual policy of careful far-sighted merchandising. The end of the Summer season should see stocks in excellent condition, and all things favorable to an auspicious Fall opening.

Importers of finished goods or raw materials cannot disregard the serious strike conditions now existing in the Old Country. Business, even in this country, is still showing the results of the coal strike, and this, followed by trouble with organized labor, which has to do with the initial stages of deliveries,

is sure to affect importations. Some trade will undoubtedly be diverted to other countries for the time being, and the call may become more exacting upon certain domestic lines, but even these alternatives must fall far short in the emergency. A delivery problem in connection with English lines would therefore seem to be inevitable.

Another factor which some manufacturers at least look upon as making for uncertainty is the political situation in the United States. A very disquieting stage, the selection of candidates has now been passed. The reassurance that follows fast upon an election always gives incentive to demand, and as manufacturers view it at present, conditions are favorable.

Keeping Advertisements in Proportion

TO the advertiser who is not conversant with the practical side of newspaper make-up, it is sometimes hard to understand why, although he has put infinite pains into the arrangement of his advertising space, it still looks indifferent, and presents little of the effect that he desired to obtain. The explanation often is that his advt. is set out of proportion with the dimensions of the newspaper sheet, or has a position which injuries its selling power. He will probably order a half-page advt. which, put at the top or bottom of the page with the other half in reading matter, or a miscellaneous collection of small advts., immediately loses in appearance. Or, as is sometimes noticed, another half-page advt. will be placed above or below it, and the effect of both is thereby spoiled. Many publishers have yet a great deal to learn with reference to the arrangement of their newspaper pages in order to give best possible appearance not only to advts., but also to reading matter. A glance through the exchanges received at any newspaper office will show a large number with pages in which the contents have an arrangement that is impossible for attractive appearance. Black face and light face types are jumbled together, a small piece of reading matter is squeezed in as a filler or in order to give some particular advt. position next reading matter, and in many cases it is evident that the paper is merely thrown together.

In not a few of the larger towns and cities, advertising clubs are being formed, and undoubtedly they will do much to overcome imperfections such as these by insisting on good make-up. An important step in this direction was recently taken by the Rochester Ad. Club, which has been experimenting with newspaper advts. in order to secure more attractive make-up for newspaper pages and better lay-outs for newspaper ads., and several members of the club who use space in the Rochester papers have been setting their advts. in conformity with certain rules. These are published on page 83, Men's Wear section of this paper. The object of the plan is to keep the dimensions of all advts., as far as possible, in the same proportion as the dimensions of the newspaper page, and to give to every advertiser the same advantage of position next to reading matter.

The problem of newspaper arrangement with the object of giving best possible effect to their announcement is one upon which local admen and publishers should get together.

Handicaps of Good Management

THE division of work in a dry goods store so as to obtain the highest degree of efficiency, is one of those fundamental matters which brings out the capacity for good management in the merchant or his department heads. There are merchants who claim it to be no discredit that they are seldom seen in the store, hardly ever appear personally in trivial matters that call for re-adjustment, yet who assert that, while they are in close touch with every detail, they are confident their absence is not seriously felt by their staffs.

There are others who apply themselves quite as closely to office details, but who also take an active part in departmental affairs, and who make it understood that they must know everything, even to the most trifling occurrence having to do with the service of the store. Absolute confidence is placed in nobody. The boss must be consulted and in most cases his own way rules. He is, in every sense, a hard worker and the responsibilities of the entire store are on his shoulders. Both establishments may have high reputations. The difference is that one man expects and encourages initiative in his staff while the other wonders why so little of it is evident in his organization. One merchant permits his staff to become familiar with responsibility, knowing the sense of co-operation thereby inspired will take care of a certain amount of minor work about which he need not concern himself. The other merchant believes in direct personal generalship. He is like the warriors of old who entered the thick of the fight for their own gratification and as an example. He is none the less admired by his followers, but not always does he have the viewpoint of the general, who, in close touch with his chiefs, is the better enabled to see and develop an advantage.

There is no reason why a merchant should not appear "on the floor" as frequently as he desires, but he should not handicap himself for good management nor burden himself with duties that should be assigned to members of his staff.

Every member of the staff should be impressed with the responsibilities of his or her position in its

relation to the service of the store. The weakest point in any organization is where some person has not been thoroughly trained to discharge efficiently the duties that represent his part. There should be no possible excuse for shirking or for that attitude in an employee, which is repeatedly causing trouble because responsibility was not absolutely fixed.

Broader Than Legal Limitations

AN employer has no legal right to insist that his employees work on a legal holiday, nor is he legally justified in discharging them purely because of refusal to do so. Further, unless it is specified to the contrary in the terms of employment, or otherwise fully understood by both parties, the weekly pay envelope should show no depreciation because of the holiday.

These legal conditions of employment often become secondary to moral conditions which are always more or less respected by considerate people. A broadminded, generous policy on the part of the management is met by an appreciative attitude on the part of the employee.

A merchant has a perfect right to keep his store open on a holiday—provided local by-laws do not prohibit—and it is purely optional with the members of the staff whether they come to work or not. It is also quite optional with the boss whether he pays the employee for that one or two weeks' holidays, whether he resents the abuse of those holidays, whether he shuts the store Wednesday afternoons, allows his staff to go home early in hot weather, arranges for a day off when specific reasons prompt the asking, or demonstrates in other ways whether he is a considerate individual.

As a general rule the business relationships between employers and employed are broader than the purely legal limitations. There is much on both sides which must be taken into consideration in the unwritten moral code of business which is largely taken for granted in every store and the practical recognition of which makes for mutual appreciation.

The Passing View

Merchants have every right to expect members of their staffs to return from vacations refreshed in body and mind for their duties as factors in the store's efficiency.

* * *

A Galt paper asks: "What will Hespeler do for dry goods stores in future. The two present dry goods stores are busy these days trying to dispose of their stock. The one is having a clearing sale and the other a closing out sale."

* * *

A dry goods merchant declares that he doesn't like the tem "Swat the fly," since with it is a suggestion that the fly be slaughtered offhand wherever it might happen to light, whether on a dainty sunshade or on a piece of ham. He prefers the term, "Exterminate the pestiferous insect," but that sounds more like a golden text than a slogan.

* * *

The British method of treating swollen fortunes is illustrated by the fact that death duties to the extent of two million and a half were levied upon the estates of the two British threadmakers, James and Archibald Coats, one of whom died in March and the other in May. James Coats had a net estate of £1,964,745 and the duty paid was £289,210. The estate of Archibald Coats amounted to £1,365,132, and the duty was £205,089.

* * *

These are the days when employes and employers are holding annual picincs. The Cressman Co., Limited, Peterborough, entertained their staff to the "fifth annual" at Highland Park on the Otonabee. There were races, bun-eating contests, football and baseball matches, plenty of music and a repast at which, to use the words of a local paper, "the ladies of the party demonstrated their superb efficiency in attending to the wants of the inner man." Pleasing annual events such as these often explain a great deal when one considers the cheerful spirit evident in an establishment such as Cressman's.

FEATURES OF THIS NUMBER.

Hundred Ways to Improve Fall Business.
Merchants Discuss Timely Topics.
End-of-the-Season Merchandising.
(See Art of Display Section.)
C. W. T. A. Men Who are Doing Things.
Confining Ready-to-Wear Garments.
The Selling Power of Show Cards.
Baseball Display That Aroused Interest.
Good Advertising.
Opening of Fall Millinery Season.
Review's Information Bureau.
Attractive Men's Wear Displays.

Merchants Discuss Timely Topics

J. J. McNab, Orillia, tells how business was developed in a general store — Made specialty of selling a few articles at cut prices all the time — Made a point of having the goods when people wanted them.

EDITOR Dry Goods Review,—The best advertisement our store ever had, one that developed the business, and kept customers coming regularly, I will describe here.

First we made a special feature of selling a few articles at cut prices all the time. Cotton thread at four cents a spool was one of these items and in the grocery section there were others such as yeast cakes at two packages for five cents, or tobacco at three for a quarter. These last two concessions cost us about $50 a year, and all we made on the thread was the special discount at the end of the year on the quantity sold.

Now this discount always covered the loss we had by selling yeast cakes and tobacco at cut prices. Therefore we were even on that score. But it did not end there. We always sold our butter and eggs over the counter for the same as we paid the farmer; we also sold our groceries very close. On these transactions we did not make much money, but we got the people coming to our store. Once they got this habit, bringing others with them, it was not nearly as hard to sell them other goods upon which there was a good profit and of which we sold large quantities by having them at the right time.

When people were coming in for their groceries, they often became interested in our displays in cases, on tables, and in other ways. If they did not buy there, they would later on, and knowing what we had, would tell their neighbors about it. If we had time we would have a little chat with the people and direct their attention to some particular article. Our opportunity came when they displayed immediate interest. Nine times out of ten, in such cases, it happens to be an article they want or that some person they know wants, and the sale is made. When you draw their attention and it does not seem to interest them, I think it is better not to talk about the article so much. They are either in a hurry to get home or they do not want to buy at all. If a salesperson, seeing this, still persists, he would be ten times better off if he had not shown the article at all, for the customer is bored and is liable to resent it in future.

Having educated the people to come to our store, we had to conduct our business so as to avoid that unfortunate state of affairs where the merchant has to say to a customer, "We are just sold out of that," or "We have it on order and it will be in to-morrow." That story is getting too old. When a customer enters with a list of requirements, she wants the goods then and there. Otherwise she will go where she can procure them—and competition is mighty keen nowadays.

How did we overcome this? We always went over our want list about Friday morning and sent in a mail order which was forwarded at once, and we had our goods Saturday morning early for the week-end trade. These were, of course staple goods, which were in demand all the time and it paid us to have them in stock all the time, for they were turning into money quickly. When we had new or novelty goods they were prominently displayed, thus selling quickly and keeping our stock clean and up-to-date.

Parents would sometimes come in for clothing for themselves or their children and, if we did not have it, and they were in a hurry for it, we would obtain an absolutely accurate understanding about their requirements, and would then suggest that we phone where we knew we could get the article they wanted. It would be here the next day. When a merchant knows the wholesale trade and where he can depend upon getting exactly what he asks for, he can increase his business one hundred per cent. by giving the people what they want when they want it. People tell each other where they can be best suited and there is no better advertisement than to have them talk favorably of your store.

When the demand for an article was over, we always put it on sale at a cut price. Some merchants think that by putting on a sale you get the people filled up and they will not buy the next season's new goods. That may be the case when a slaughter sale is put on perhaps to last three months, but a ten-day sale, about twice a year keeps the people interested and they buy more goods.

I know a merchant who carried on his business successfully for nine years on these principles, and the last year he was in business he cleared, over and above all expenses, $2,500 on a $19,000 stock, and sold the stock for 95 cents on the dollar.

I think if more buyers would buy what their customers want and are willing to buy and not just what suits the merchant himself and when they see

(Concluded on page 6)

Hundred Ways to Improve Fall Business

Store Management — Attitude of boss towards employees — Criticising the management — Deportment — Proper understanding — Division of work — Approaching the head of the business — Knowledge of stock — Appreciation

The second of a series of articles discussing problems of store and office management in their relation to business.

IT will be pretty generally admitted by employees, at least, that nobody dares to criticize the store management openly and still hope to maintain the same standing.

The head of the business is therefore not criticized after a safe point is reached. The trouble is that advice in that direction is apt to be considered impertinent. Sometimes these same avoided comments are necessary, but the arbitrary rule that the heads are "running the business" is generally met by an attitude on the part of employees which says, "let them run it."

Store policy naturally dictates the procedure of the heads of the house. Under this heading the proper duties of the management divide under store and office supervision. Heads are as apt to be wrong, as it is easy for the staff to get a wrong impression. Fear of the boss is not essential to good management.

Granted that perfect harmony cannot exist, numerous advances in management can be made in perfecting a system no matter how efficient it may seem to the heads themselves. Cash and sales enthuse to greater efforts, and a system that helps to produce them in larger measure is a primary object. But there are other conditions. The facts told by figures are not altogether an indication that the business is properly managed.

Many stores have more efficiency than managing ability. Claims that these rules are necessary are only an excuse for an amount of red tape and routine. Simplified rules mean quicker service and greater control of the business. Several improvements may be noted as possible under the heading of store management.

1.—Deportment.—Respect paid to the management by customers and salespeople depends on consistent deportment. A business is only as large as its heads and their abilities. Each business may call for a different personality, but the attitude of the store leaders can always be improved.

Store personality is exemplified in each individual head, and is defined by each according to his ideals. Defects can only be remedied by each manager himself. For instance, the same store rules apply to the boss as well as to the staff and strict adherence to limitations on his part are an example to others.

Outside connections are always reflected in personality and affect the business. The same rule as presented to the staff is applied in a greater measure and in cases of breach, "heads show know better."

The modern tendency should be away from petty fault-finding and nagging or suspicion that takes for granted a seeming defect. Supposing that every person in the store has a high ideal, the aim should be to build up rather than pull down or stigmatize some other person.

Strict deportment in store management is an example for others less able to live up to their own ideals or those of the store.

2.—Proper Undertaking.—Under prevailing systems a store may have too many bosses or so-called authorities. Salespeople have no way of gauging the exact authority of those numerous sub-heads who are self-, or officially, appointed "to conduct the business, as if it were their own." When exception is taken to their rulings or a challenge given to their real standing, some heads higher up fall down because they cannot afford to have trouble at the time.

While many of these so-called differences are over-looked or smoothed over indefinitely, they lead to misunderstandings and refusals all round. Definite authority vested in those with ability to be managers improve the business. Right is recognized by all the staff and everyone has a right to know and to expect that as long as managers behave they are assured the co-operation of the head. The confidence of the staff is thereby obtained. Ability tends to its own levels, and those who are managers manage quietly because they do not need a pull or are simply acting as a foil to more unpleasant duties, which would fall to someone else to perform. An easy way to improve the business is available if the management give a plain understanding of "what goes."

3.—Division of Work.—Someone else can probably do things better than they are being done. No merchant can afford to devote his time to duties which do not pay for that time . Many departments are curtailed by attempting to carry the entire load, when by dividing both time and work to advantage, more pleasure than rush and worry would result in business.

How many on the staff have enough to do? The same rule applies throughout. A twenty-dollar-a-week man is allowed to clean windows, sweep floors or putter over some trivial thing that the parcel boy could do. All the time, ability is shouting for a chance. No one in the store is doing their limit of

work, but the amount done often does not count in the relative importance of the duty and the person allowed to do it. Merchants, who fear that allotting the work to others will mean loss of control, have a chance to consider a vast improvement. Closer supervision with less exacting duties means more time to plan and undertake more important schemes.

4.—Accessibility.—It saves a lot of time and mistakes when the staff is easily approached the whole information from the office in many stores is limited, except for weekly sales or comments on salesmen's shortcomings. A knowledge or insight on several matters means confidence, and everyone has a right to know the truth as a guide at least. For instance, buyers cannot always know there are reasons for passing goods they have room for and are sure will sell.

Without favoring the numerous people who have business or try to interview the management about buying and hundreds of other things, receptions are apt to be short. However, a business call never necessitates an order for goods, and a pleasant interview helps the store reputation and favors general reports about the firm. Many accounts do not have to call on houses guilty of discourtesy. Changes take place and mean money lost every day, while merchants do not admit that they would like to reopen the account. Unfounded conclusions are hard enough to guard against without providing excuses for reports of grouchiness or temper. Stress of business is often blamed for these displays, but mismanagement is usually the cause. Chances for improvement in this respect are not hard to find in dry goods stores.

5.—Knowledge of Stock.—Merchants cannot afford to lose their selling and merchandising connection with the stock. Others can be entrusted to do the work, but to get out of touch with each succeeding season's assortments is in the eyes of the staff discarding the abilities to be useful outside the business office. Unless the trouble is taken to look into stock conditions from time to time for personal reasons, the incentive to keep stock clean is lost. Lists do not convey the value conditions of merchandise on hand, and unexpected checking in different sections keep staffs alert to maintain stocks at par. Consternation on the part of the staff, when a sale is sprung, becomes unnecessary by reason of the fact that stock can stand inspection.

The correct basis of style interpretation is only retained by keeping in touch with buying and selling conditions all the time. By this method close tab is kept on likely "stickers." Questions relative to stock and decisions are intelligently made. No business is too great or any merchant too important to make this provision impracticable, although the larger the business the less the necessity except for supervision. To keep closer to conditions without sacrificing support to more valuable matters is an improvement of merit and always possible.

6.—Appreciation.—The weekly pay envelope is considered sufficient appreciation for work well done. It is if the amount is enough. Staffs are accountable for the standing of the store and its ability to do things while the management is responsible for the organization. Hundreds of opportunities arise to show appreciation, outside the pay envelope, with a view to creating a feeling of fellowship and harmony. Besides being good advertising appreciation pays, for sentimental reasons. Co-operation results, whether the management really care or are sincere in their expression whether a salesman has reached his limit or yet has chances of advancing in the store. Increased confidence in both selling ability and self attainments is gained. He is not going back because of being disheartened. A "pat on the back" does not cost much, and salesmen may have to be "let down" occasionally. The lot of many salespeople is to spend day after day continually doing their best and sure that faults only will be criticized.

Lack of appreciation is more responsible than anything else for inability to keep help. Some firms start each season with new faces. All salespeople require varied treatment and excessive praise is as bad for some as stinted appreciation is for others. This is no reason why all favors should be cut out.

The amount of appreciation that will accrue in business this Fall depends on merchants availing themselves of timely occasions for showing their approval and the extent of this method of getting business in the past.

Merchants Discuss Timely Topics.

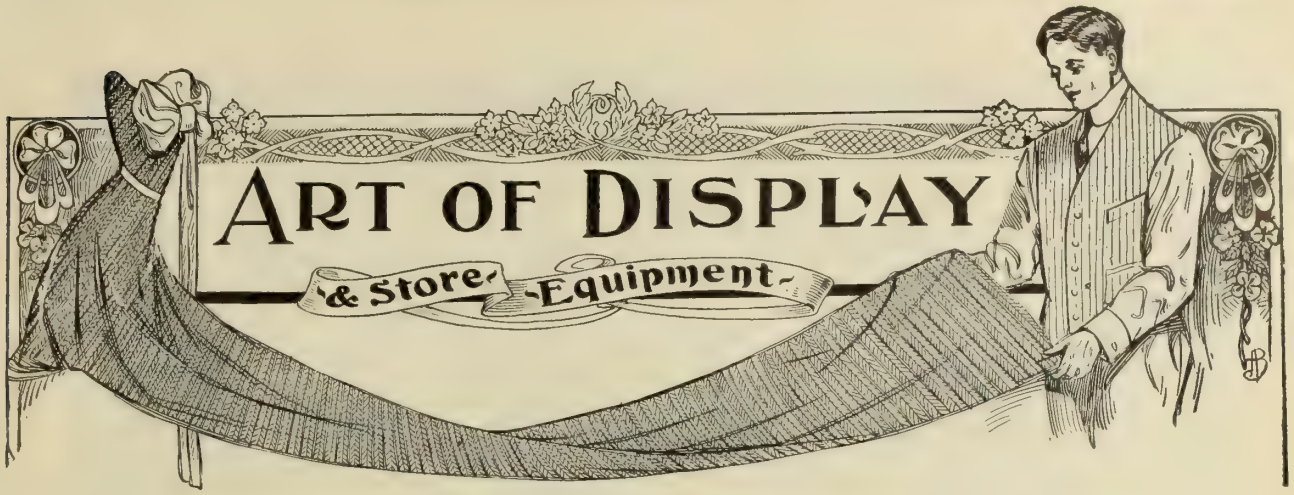
(Continued from page 4)

a novelty, would buy a small quantity, there would be better records made. Some person is always looking for the new, up-to-date material and will pay a reasonable price, thus allowing the merchant a fair profit. If he finds out it is going to sell well, he can generally get more of it and have it cleaned out while it is a novelty. Merchants who have cold feet and never buy a new article will never make a success. If every merchant would advertise more and arouse more interest in their stores, they would hardly regard the mail order as a serious problem.

"There are a great many merchants who have in stock just what people are sending away for, and they do not know it, just because they have their stock packed into too small a space, do not show it well enough, or keep it before the people's eyes."

Be a booster, keep your stock in good shape by having plenty of display room and using your windows to good advantage with show cards and price tickets and it will turn over a great deal faster.

Orillia, July 16. J. J. McNab.



Programme for August Swinging Fall Displays — Complete dress goods showings and the ready-to-wear openings — Making bid for business in a broader way — Attractive event for school opening — Introductory merchandising

THE last day of August this year is a Saturday and Labor Day is September 2nd. These dates fit in well and the Summer season closes with the month. Windows become too valuable for clearance displays after this time and the Fall campaign is on in full swing, beginning with the first Monday of the new month and season.

Leading up to this is a period of two weeks clearance—a final good-bye effort, that means moving the left-overs of the old season's stock at any sacrifice.

Ready-to-wear displays for the holiday are in order and school opening sales are merged with these trims. The season should open unhampered by odd lots of stock, except quantities which will clean up of themselves.

For school week, some attractive values and displays are made from those departments interested in suitable wear for school children. These windows and offerings include hosiery, dress goods, (plaid and checks) remnants of all kinds and other bargains. Dresses and school hats are a good window grouping.

DISPLAYS OF ADVANCE SUITS.

Early ready-to-wear for Fall, advance suits coats and outing apparel are shown previous to Labor Day to induce customers to buy. All sections of the store are changed and in readiness for Fall selling now. Dress goods, carpets and house-furnishings, ready-to-wear and furs, everything except millinery is in shape and most of the staff returned. Full stocks of sightly goods in all sections are calling for representation, which trimmers are expected to give with more despatch and broader and better than ever.

The first part of the Fall merchandising programme, to interest customers in new fabrics and styles is successful in proportion to the success in leading up to formal openings and the proper continuation of the season, correct as to details of style interpretation and selling sequence. Each season, the aim of window publicity is to bring on the dress goods, ready-to-wear and millinery openings, as early as possible so as to give a longer selling season.

First of all to consider is the dress goods front, which runs the week of Labor Day. Trimmers have a splendid opportunity to specialize on this year's display, no matter whether the decorating scheme is by colors, style suggestion, weaves or adaptability. More suggestion than usual is possible by means of draping and trimming combinations. Under the color arrangement this season trimmers will feature tans and browns, blues, wines, greens and grays with a novelty showing of purples. In heavier fabrics, bolt and shell or unit drapes are to be used and in lighter fabrics, silks, voiles and fancies, semi-pannier styles are to be developed on either mummy, shell, Tannehill, or new pannier forms.

See Men's Wear Section for Notes of the Canadian Window Trimmers' Association.

SHOW SEASON'S COLOR TONES.

These dress goods displays have ample selection as their motive. The two most important show first color tones of the season and exclusive suitings, tweeds, zibelines and novelties are given the promin-



Japanese scenic background in garden effect with wall and series of gateways, wistaria, almond blossom on branches and Japanese air plant used. Globes covered with apple blossoms and electrically lighted. General tones, green, mauve and pink. Showing bridal procession, correct in every detail, with suggestions for the trousseau. For Glanville's Ltd., Calgary, by Ernie Wilson.



Millinery Opening. Background, water scene in delft blue, framed in white, lattice at bottom of frame gilded. Floor, white pillars covered with blue onyx paper edged with white strips, gilded lattice covered with white tissue, with electric light placed behind at top of each pillar. Foliage, green beech branches with apple blossoms and briar rose sprays. Drapes of tan and blue ribbons with tan silk puffed on floor. Show card lettered in black and gold on blue onyx and mounted on white card. Anderson & Co., St. Thomas, by Warren Andrews. Entire cost $10.

ent spaces. Drapes will depict latest style treatments Trimmings will all be in stock and parasols, handbags, braids and bandings are used to complete a suggested or finished toilette in each case. Buttons, touches of velvet exclusive silks in correct tones to match and ready-to-wear or advance models in millinery to anticipate orders in that section previous to the openings, are timely.

Neat Autumn cards only are necessary. Price does not play an important part for a time although many merchants prefer to designate the name of the material and in larger centres although for results in most stores. October and homefurnishing sales are a more seasonable time. Cosy, warm-looking, windows are arranged, a showing of best grade blankets, one or two quality leaders, flannelette blankets at special prices, comforters and numerous other bedding requisites featured, as an annual event. Properly handled they fit in to make a successful sale.

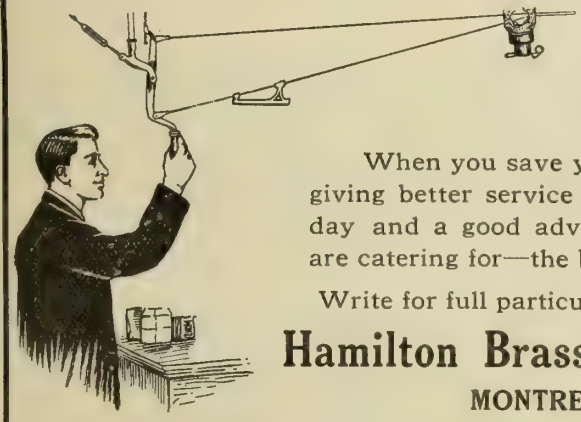
Ready-to-wear displays now almost eclipse the millinery openings and require an extra background and much special effort. For this Fall, trimmers seem to sometimes mark the price of an exclusive length. To make displays and divide the department showings according to popular prices, 50c, 75c, $1.00, $1.25, or by the length, gives customers personal selection according to their means. To give a comprehensive view of the stock is the ultimate result of any of the plans and the season starts with a swing, which is also reflected in merchandising throughout the season.

BLANKET AND BEDDING SALE.

Other events at this time are the September blanket and bedding sale and the ready-to-wear opening.

Bedding displays offset the buying in larger centres although for results in most stores. October and homefurnishing sales are a more seasonable time. Cosy, warm-looking, windows are arranged, a showing of best grade blankets, one or two quality leaders, flannelette blankets at special prices, comforters and numerous other bedding requisites featured as an annual event. Properly handled, they fit in to make a successful sale.

Ready-to-wear displays now almost eclipse the millinery openings and require an extra background and much special effort. For this Fall trimmers seem to prefer simple designs, electric lighting and floral effects that do not detract. The disposition is to give more detail to posing and showing the style



HOURS SAVED DAILY
HOURS ARE DOLLARS

When you save your salespeople steps you are saving their time and giving better service to your patrons. This is a saving of dollars every day and a good advertisement for you with the class of trade that you are catering for—the best trade.

Write for full particulars of the **PERFECT CASH AND PARCEL CARRIER.**

Hamilton Brass Mfg. Co., Limited, Hamilton, Ont.

MONTREAL OFFICE: 327 CRAIG STREET WEST



KRAMER

ALL STEEL BALING PRESS

THERE ARE NO WOODEN PARTS

The ideal Baler for waste paper, rags, straw, excelsior, etc.
Do not purchase a wooden baler when you can use one made of steel.
Greater Strength—Smaller Floor Space, Easier to Operate—More Economical than any other Press on the market.

OVER 2,000 SOLD IN ONE YEAR

TORONTO TYPE FOUNDRY COMPANY, LIMITED

TORONTO MONTREAL WINNIPEG CALGARY REGINA

features of novelty garments. Autumn colorings are suggestive for two reasons, because of their warmth and they contain enough brightness, as well as brown and tan tones necessary. Living models will be used and style shows carried out with more confidence. Particular study is necessary to gain more effect in showing exclusive coats and suits, dresses, furs and fur garments as well as novelty pieces millinery and accessories in complete toilettes. Although the idea is to show all the different garments in stock, trimmers have a chance to study combinations for unit groupings later, to show the garments, as they appear when worn. In a creditable effort, accessories play an important part when arranged in suggestive positions throughout the displays of the preliminary opening. With a little forethought, several departments can be made to co-operate with the ready-to-wear section to make a truly high-class exhibit.

Enthusiasm is evident on every hand and if buying preparations have surpassed all previous efforts window trimmers have to attain a standard, as the varied and immense assortments suggest. The start of an interesting season's program is an indication of what is to be expected throughout the store and departments for the coming months. New records are set.

Attend Chicago Convention

Twelve Canadian window trimmers will take in the big meet — Largest representation yet — Will leave August 4.

THE Fifteenth Annual Convention of the National Association of Window Trimmers of America will be held in the Auditorium Street, Chicago, August 5, 6, 7 and 8. A program of exceptional interest has been prepared, and indications are that it will be the record convention of the American Association. The following Canadian window trimmers have signified their intention of attending: E. A. Wilson, Glanvilles Limited, Calgary; H. Hollinsworth, Robt. Simpson Co., Ltd., Toronto; J. P. Doyon, Henry Morgan & Co., Montreal; W. C. Simmons, Stanley Mills Co., Hamilton; H. Robinson, R. McKay Co., Hamilton; J. McNicholl, Cressman's, Limited, Peterboro'; Wm. Moir, G. W. Robinson Co., Hamilton; J. A. McNabb, Richard Hall & Sons, Peterboro; F. J. Thompson, W. E. Maxwell, St. Thomas; Warren Andrews, Anderson Co., St. Thomas; H. C. Macdonald, Murray-Kay Co., Toronto; A. Perseault, A. E. Rea Co., Ottawa; and F. C. Kickley, of D. E. Macdonald & Bros., Guelph.

The Canadian contingent, or as many of them as may find it possible to make connections, will travel by the Chicago G.T.R. flyer which leaves Toronto at 4.40 p.m., Sunday, August 4th. It is likely that all will be able to take this train, and thus arrive in Chicago in a body. This will be the largest Canadian representation that has ever attended the Chicago convention, and will be augmented by trimmers from the West by way of Winnipeg.

Trimmers should arrange berths from Toronto, and those east of Toronto meet at the train. Other members will join at Hamilton, London and Sarnia. To take advantage of the special rate $18.25, Toronto to Chicago and return, berths $3.00 extra from Toronto, $2.00 from London, berths and tickets are to be arranged with C. E. Homing, D.P.A., Toronto offices of the G.T.R., corner Yonge and King Streets. A list of members going has been forwarded to him. Members are advised to arrange for their accommodation in Chicago in advance, as several other conventions are being held in that city at the time. The following special rates are arranged at the Auditorium Hotel:

Single room, without bath, one person, $1.50 per day and up.

Double room, without bath, two persons, $3.00 per day and up.

Single room, with bath, one person, $2.50 and up.

Double room, with bath, two persons, $4.00 and up.

The Canadian contingent will wear a distinguishing badge. Any member who wishes to join them in their trip to Chicago should communicate at once with the Secretary Canadian Window Trimmers Association, 143 University Ave., Toronto.

Will Demonstrate Pannier Drapes.

A feature of the Canadian Window Trimmers' Convention will be a demonstration of the latest pannier drapes on the new limbed figures. The pannier vogue is now recognized by style authorities and drapes that emphasize this development, lend themselves admirably to effective displays. It is a trend that means much to the fabric section of the store, since the adoption of the style will result in an increased sale of yardage in the silk department. The trimmer should, therefore, direct his efforts to give proper expression to this change during the next few months. The drapes are not difficult to make and wide variety of striking effects is possible.

Calgary's population is 61,340, according to a recent police census.

C.W.T.A. MEN WHO ARE DOING THINGS

Harry Thorpe, a charter member, who is now head of an exclusive ready-to-wear store in North Bay — Started in the dry goods business on 50 cents a week — Manager, buyer and window decorator

HARRY Thorpe, North Bay, is a new name in the list of exclusive ready-to-wear merchants, and this fact carries with it something of exceptional interest to the decorators of windows. Here is the head of a business who is not only familiar with every phrase of practical management in general dry goods, and has specialized very successfully in one department, but one who has also found time to develop his artistic ability in the direction of effective display. He finds that he has thus mastered a most potent factor in advertising, and one that he has used with telling advantage for the departments of which he has had charge. He is one of the charter members of the Canadian Window Trimmer's Association.

"I started in the dry goods business as a boy working for 50 cents a week, cleaning lamps, packing butter, handling eggs, running errands, carrying parcels and all the rest of it," he states. "I always preferred dry goods to the rest of the business, and at the age of 18 my boss sent me away to manage a branch store for him. After a number of years of experience I went to Toronto and went into the T. Eaton Co's. employ as a salesman. I was with them a very short time when, in 1905, I went to the Playfair Preston Co., Midland, Ont., as window trimmer and manager of their dry goods dept. I soon saw that I was a novice, and took a course in a New York school, with the result that in a short time I was put in charge of ladies' ready-to-wears, etc., at double my former salary.

"In May, 1911, I came to North Bay, and was so well pleased with the outlook in this town that I decided to go into the game for myself. I opened up



A window display by Harry Thorpe, North Bay, for his new ladies' store. This is a small window, but garments are well posed and goods effectively arranged.



HARRY THORPE, NORTH BAY
A charter member of the C.W.T.A., who recently opened a new ready-to-wear store.

in a new store in April, and am well pleased with the result."

Mr. Thorpe's store has a frontage of 21 feet, and a depth of 66 feet. The windows are changed twice weekly, and in addition to this form of advertising, which is always effective, an advertisement on clean-cut lines is used in each of the two weeklies.

Commenting upon the trend of ready-to-wear business in North Bay and surrounding country he states that there is an increasing demand for goods of the better class, and North Bay is now a city of 10,000, is an important railway centre, and its location as regards the mineral sections of New Ontario that are now being exclusively developed, accounts for a more active circulation of wealth and for high standards in the matter of personal selection.

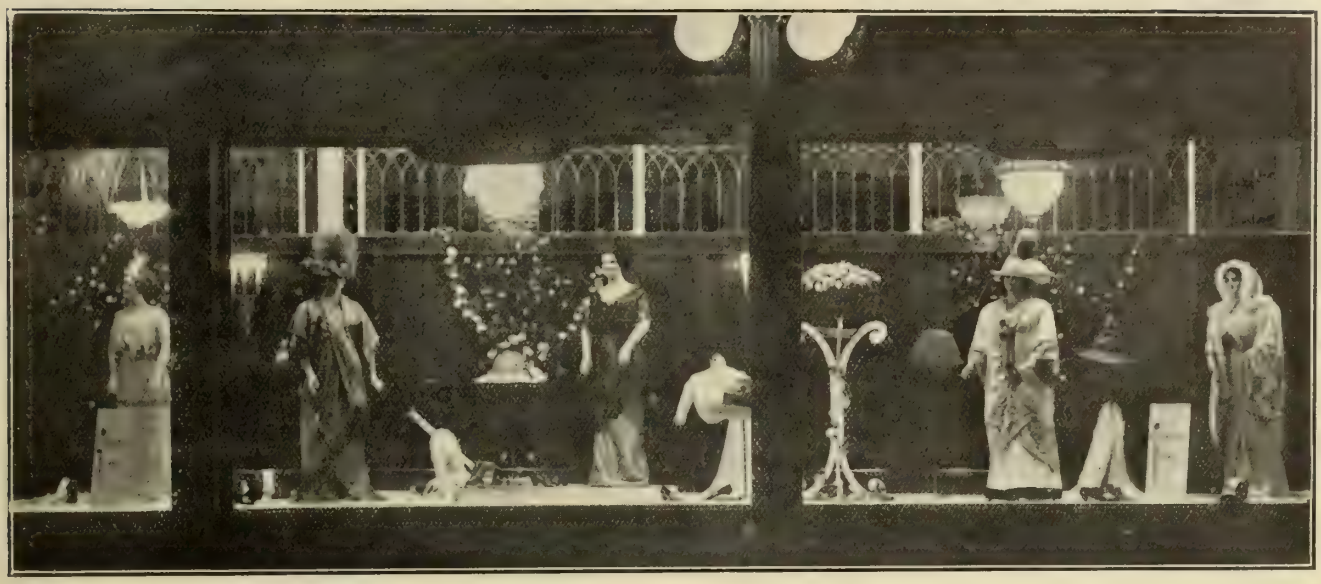
The business section of Regina did not entirely escape the cyclone which wrought such destruction to life and property in that city. The Regina Trading Co., Regina, lost their plate glass windows on the Hamilton Street front, while two of the windows in the Glasgow House were broken. Several of their upper windows were blown in by the cyclone, but little damage was done to stock.

Arrangements have been made whereby G. Wallace Hess, Chicago, who is admitted to be one of the speediest and most versatile card-writers in the business, will take charge of that part of the program at the C. W. T. A. convention, entitled "Air-brush and show card demonstration." He will invite discussion on all matters pertaining to cards, inks, pens, brushes, color combinations and short-cut systems. This will be one of the most helpful features of the program.

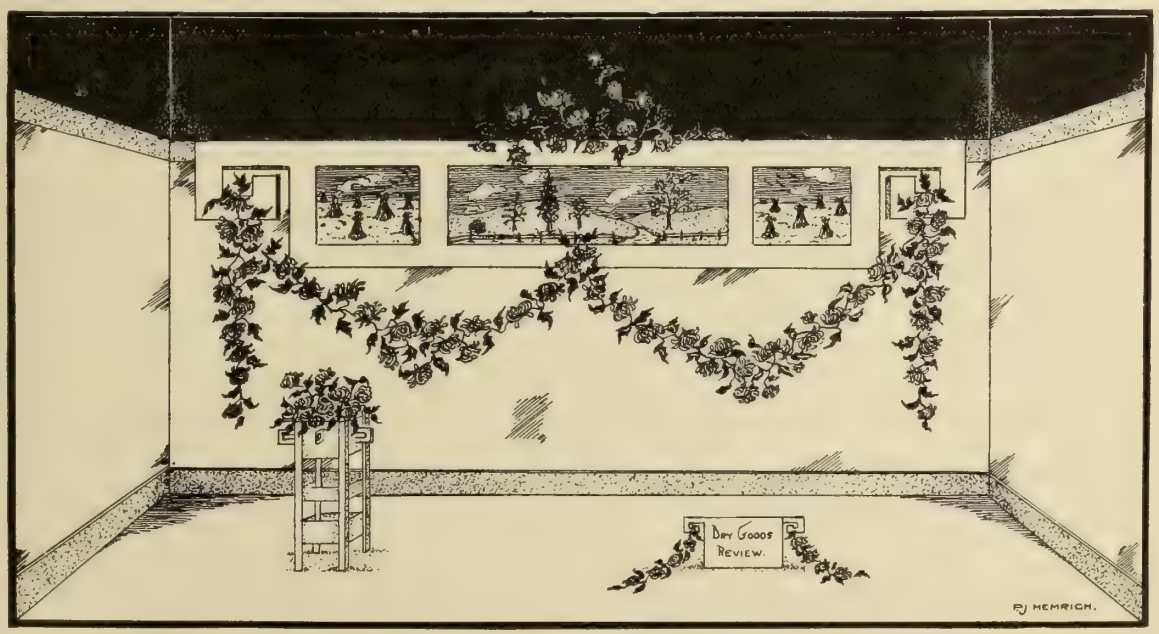


Spring Opening, 1912. G. W. Robinson & Co., Ltd., Hamilton. This was one of the best displays in the history of the store and received much comment. Composed of three sections in three colors. Panel background, white felt panels covered with green silkoline, divided by massive mahogany dividers, green plush bottom. Colors, pink, French tan and cornflower blue, giving a rich tone; size of window 24 feet, sections 8 feet. Cost of trim about $30. By G. W. Moir.

Suggestions For Early Fall Displays



Fall ready-to-wear opening suggestion for the new season—Highly finished Circassian walnut background with simple floral decoration. Floor of white felt with raised palette-shaped platform. Rich grouping of afternoon reception and evening wraps, with millinery, accessories and exclusive cards. Murray Kay Co., Ltd., Toronto. By H. C. McDonald.



SUGGESTION FOR FALL WINDOW DECORATION.

Chrysanthemum and scenic panel background suitable for displaying ready-to-wear garments. The decorative panel is constructed of light lumber or, if desired, compo board may be used. This panel is then covered smoothly with tan-colored felt, which is easily stretched and adjusts neatly at corners. Scenic paintings suggesting Autumn are placed in the openings of the panels. For floral decoration, use artificial chrysanthemums, which are purchased from manufacturers or made by some of the salesladies. Yellow or pink shade would be effective when hung in festoons as in illustration. The decorative flower box is constructed of light lumber and painted same shade as panel. Note that a similar design to panel is carried out in both flower box and showcard. Tan felt may be used on the floor and merchandise arranged to suit window trimmers. Results of display depend greatly upon this arrangement. Goods from almost any department could be shown before this background.

—Prepared exclusively for Dry Goods Review, by Peter J. Heinrich, with C. Denecnke, Cedar Rapids, Iowa.



DRESS GOODS and FABRICS

The Buyer's Viewpoint

Charmeuse, the new silk fabric, is taking a prominent position for Fall.

Heavy cottons in first place for Spring, 1913, Rough fabrics are the new feature in this department. Piques and Belford cords will be strong.

Novelty cotton dress fabrics for Spring 1913 — Rough-finished cottons and ramie failles the high novelty — Ratines and sponge cloths showing in new weaves — Mercerized poplins and reps lead in popular-priced lines — Zephyrs, ginghams and utility fabrics tub-proof and sun-proof.

NOVELTY cotton dress fabrics for the Spring and Summer of 1913, are now about complete. The general opinion seems to be that there will be an unusually large range of novelty cloths shown. At this early date, it is impossible to definitely forecast as to the trend of fashion, but for popular selling the continuance and the further development of the vogue of the heavier cotton fabrics will continue to be the big feature.

This is the strong tendency at the present moment for though transparent fabrics are by no means off the market, though their use is restricted to the more dressy occasions, plain tailored dresses, and newer still, smartly-tailored suits of reps, cords, welts and other suiting fabrics are the late Summer development.

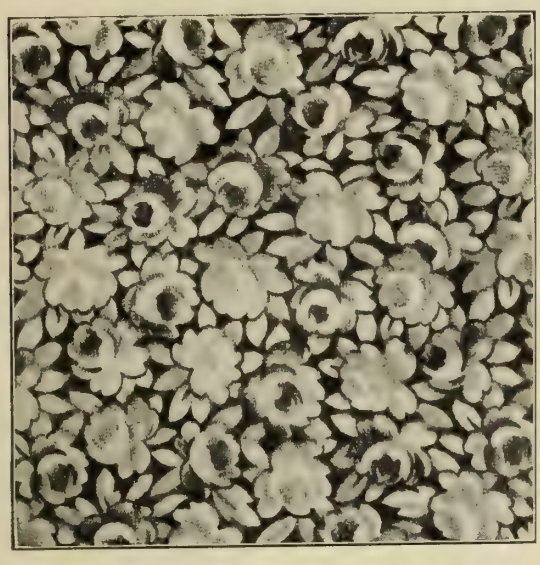
Staple orders are being placed for zephyrs, ginghams and chambrays. These fabrics are largely used by the cutting-up trade and also sell for the production of useful dresses to the jobber and department store buyer. Novelties in checks and stripes are shown but the great stress is being laid on the wearing qualities of the goods and on the fact that they are not only tub-proof but sun-proof. These claims are capable of proof as the result of advances made in the dyeing and finishing processes.

High-priced novelties are showing in silk and cotton mixtures, but silk-striped poplins, voiles and rough-finished and ramie fabrics are regarded as the most promising medium-priced lines. Imitations of crepe de Chine are on the market and are regarded as highly promising fabrics.

Due to the fact that the supply was limited piques, cords and welts were not as much in evidence as anticipated. All cord fabrics are high style and promise even greater prominence in 1913 lines, therefore it is safe to say that fabrics of this class will be again in demand and decidedly more prominent in the coming Spring.

Opinions are much divided as to the position of the much-discussed rarine or sponge cloths. But there is no doubt that they will be shown in considerable variety, not only in fabric but also in price. While the very cheap lines may prove doubtful sellers, the firmer weaves that come at the more medium prices should have considerable vogue.

Rough-finished cottons promise to be high style. Fabrics in rough home-spun effect have been the high novelty for the late Summer season. These



Printed novelty silk for trimming purposes in Jouy printing. Shown by MacKenzie Mfg. Co., Toronto.

materials are ramie fabrics and have sold in such colors as pale blue, Saxe and Persian, coral and pink, and in various tan and helio shades. The success that these fabrics have had with the better trade has led to their being put on the market in various qualities and effects. and these rough-finished fabrics promise to constitute a leading novelty line for the Spring and Summer of 1913.

Besides the piece-dyed fabrics of a voile character, mercerized pongees, piece-dyed mercerized poplins, and reps promise to be among the leading popular-priced cotton fabrics to sell at retail next Spring and Summer.

Charmeuse the Coming Silk

Brocaded fabric showing for Fall in high novelty lines — Moires and failles with watered grounds and scroll patterns

The increasing vogue of charmeuse lends color to the belief that it is the coming leader in the silk field. The popularity of this fabric is creating a vogue for crepes such as meteor and crepe de Chine. Charmeuse is extensively used at the present time both for dresses and for smart semi-tailored suits and in the Fall lines now in process of preparation, charmeuse forms the foundation over which printed, velvet-flowered and metal brocaded chiffons are draped into the new pannier cut evening coats.

In the high novelty lines brought out for Fall brocades are very prominent. Handsome brocaded chiffons in self colors will be used for drapery purposes over charmeuse or soft-satin foundations.

For evening coats and for insets, bands, vests and revers, brocaded chiffons with metal threads worked into the design, and with raised designs and velvet tracery, are showing. Or there are printed chiffons with jacquard grounds in dull gold, silver or steel showing wonderful blendings of metal combined with green and blue, dull salmon, red and rose.

Newer still than the cord fabrics are the moires and failles with watered grounds and small jacquard and damask scroll patterns in satin. Other handsome brocades show velvet or velour designs on cord satin or chiffon grounds. Other novelties are corded changeable velvets that look like Bedford cords.

Changeables Still Featured

Cord weaves, brocades and moires the new features — Increasing interest in charmeuse and crepe weaves.

It is self-evident that the trade has not yet satisfied itself with changeable and two-tone effects, for all the novelties produced show this feature strongly. Satins lead for popular selling and changeables are strongly to the fore. Chiffon taffetas in changeable effects are also good property though in all probability this fabric will be wanted more for trimming and combination purposes than for use for the whole costume.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

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They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

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GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
210 St. James Street - - - Montreal

Two-tone effects are strong also in the various cord weaves that are included in the novelty list. Moire finishes are also coming to the front. This finish is applied to failles, and both the moires, and moire failles are decorated in self colors with small designs such as dots, rings, bombs, leaves, tiny sprays or flower wreaths, arrow heads, etc.

Charmeuse, crepe meteor, and crepe de chine are coming to the front as leading costume and suit fabrics. Charmeuse is extensively used for summer gowns, and these fabrics are showing for the coming season in self brocades as well as plain fabrics. In fact the latest novelty feature is the combining of two features in one fabric.

Serges, Whipcords, Tweeds

Blue the leading color — Broadcloths coming to the front for Spring 1913 wear — Covert cloths making a reappearance

Within the next few weeks the fabric outlook for the coming Fall will be more definitely outlined. So far, serges in various weaves, fine serges for dress wear, and pebbles, cheviots and wide wales in suit and coating weights are the big sellers. Extreme interest is taken in whipcords, particularly in the more desirable better qualities. Tweeds too, are selling well, chiefly in diagonal and Bannockburn weaves in tan, brown, bronze and grey mixtures.

Sponge cloths or ratines are the novelty, and are likely to have considerable prominence.

There is no change in the color sequence. The first place is still given to blue, navy, cadet, and various novelty shades being the great sellers. Dark tans and nut browns are in for a good amount of consideration and black is selling better than for some time past. There has been little development so far in favor of novelty shades, but there is a growing feeling that slate greys and taupe will be good. Purples are strong in Europe, and reds and red browns are considered promising colors.

When all factors are considered there is a very much better business moving than at this time a year ago, and the selling up to date is of a much more satisfactory character. Should Fall business start in as is now anticipated and all conditions remain satisfactory a season's business decidedly above the average should be done.

Speculation is rife now as to the position of broadcloths for the Spring season of 1913. Broadcloths are coming into use abroad and many smart gowns worn in Paris this Spring have been fashioned from broadcloth and satin chiefly in black and white combinations. The re-appearance of broadcloths would be decidedly a popular move as this material tailors so well. Another cloth that is coming to the fore in the wake of serges and whip-cords is coverts.



From left to right:—Large wing in burnt orange and brown shades. Fancy mount in coque and natural pheasant. Quill effect silver pheasant and ostrich. Novelty wing in breast and natural pheasant. Shown by Elliott, Sherring & Co., Toronto.



MILLINERY

The Buyers' Viewpoint

Very handsome willowed plumes are shown for next season. The veiled effect having the inner part in some pale shade is one of the most beautiful treatments. Nearly all ostrich feathers are two tone, black and white having the preference.

Moire and satin rivaling velvet for the mode hat — In pressed shapes beaver, velour and scratch felts are selling — Novelty ribbons show picot and fancy edges — Plaids the high novelty — Horizontal placing of feathers

IN unison with the rough shaggy materials now fashionable, beaver, velour and scratch felt are selling, and pressed hats of these materials will divide the season with made hats, chiefly of velvet, moire and satin. There promises to be more prominence given to the smaller models, though there is no lack of picturesque large ones.

Paradise, aigrette and cross as well as rich ostrich fancies are selling to trim the expensive hat. Paradise is so much in demand that a very big advance in price has taken place, and so far has the advance gone that prices are becoming prohibitive.

Notwithstanding all the talk about the dropping out of willow plumes, very handsome willowed novelties stand high on the list. One beautiful effect is known as the veiled plume, the inner part of the feather being in some pale shade and the veiling of black, all accomplished by the method of tying the feather. Large branching ostrich mounts are showing. There are many stick-up effects showing, and one of the best sellers is the Nell Gwynne. To form this mount the feathers are curled inwards and placed back to back with the tips full and bushy forming a pom-pom-like top. Sometimes three or even four feathers are used in the forming of this mount.

Ostrich and ostrich marabout bandeaux are very much in evidence and run from the narrow bands that edge the brim of the hat to wide bandeaux six inches or so wide.

Nearly all ostrich effects are two-tone, black and white having the preference, and color and black being stronger than the mixture of two colors.

There is a decided feeling for wings, and early models are often wing-trimmed. Standing effects in mixed feathers in pheasant, coque, plumets, myries, vulture, gowra, hackle and bands and breasts of all kinds are showing.



High turban, brim of black velvet and crown covered with white moire. The height is given to this model by a full bandeau of osprey.



Every season sees a new type of picture hat. This model is of the Napoleon type. It is of rich black velour trimmed with a voluminous mount of white ostrich and black fox fur.

The prevailing colors are black, white, black and white, sand, chamois, coque de roche, prune, flame, cerise, and cardinal as well as the staple blues, browns and greens.

Ribbon trimming is likely to be used extensively. Colored ribbons in faille and taffeta with picot or ribbed edges in black are very much in evidence. These ribbons are side-pleated or accordion-pleated and formed into pleats, cockades and fan-like trimmings and the edge plays an important part in the productions of the decorative effect.

Other ribbon novelties show warp-printed borders with the centers in changeable effect. Pompadour and Jouy patterns are also included in the novelty lines. The most important item, however, is the revival of plaids. Plaids are coming to the front in all fabrics and handsome Scotch and novelty plaids are a feature in new Fall ribbons.

A few of the latest models show metal facings, and hats are also shown with metal crowns and velvet, moire, or satin brims. Moire-faced hats are also shown with feather covered crowns.

Advanced Ideas From Paris

Moire and satin are more used than velvet — New feature is the horizontal placing of feathers.

Last year at this time Georgette launched the black velvet hat to be worn with lingerie dresses. This year she has scored quite as great a success with her Malines models. They have only been out three weeks, and there is every possibility that they will be extensively worn right through the Autumn.



Reading from left to right: Fancy feather effects in the fashionable vulture and natural feathers; mercury wings; fancy feather effect in black and white coque, marabout and stripped quill antennae; fancy coque effect, white and new blue. Shown by Strachan & Burden, Toronto.



With August comes the McCall Fall Millinery

AUTUMN OPENINGS

August 26

and following days at Toronto

Exquisite Paris and New York ideas are prominent in our Fall showing of millinery.

We are preparing for the largest season in millinery that we have yet experienced, and extend to all a hearty invitation to visit our showrooms during the openings and exhibition.

The McCall line will please you and will serve as a guide in purchasing for the coming season.

THE

D. McCALL CO., LIMITED

Toronto

WINNIPEG OTTAWA MONTREAL QUEBEC VANCOUVER

COLOR CARD FOR FALL AND WINTER, 1912-13.

FUCHSIA—Six shades, quite distinct from the purples favored on previous card.

BARBEAU BLUE—A deep, strong color on the royal or regent order.

SATAN—Six fiery shades, best described by the term "flame color."

CITRON—Three pale, greenish yellow shades.

WISTRAL—Six blues having faint greenish undertone.

ALAZAN BRULE—Six shades of brown.

TOMATE—A series of three tomato shades.

ECHEVIN—Six shades of purple.

CHARMILLE—A series more greenish than citron.

MANDARINE—A brown series.

ECLIPSE—Three bluish greys.

AURORA—Three pink shades.

TEMPETE—Three shades of grey.

TULIPE—Six shades of reddish purple.

SAUTERELLE OR GRASSHOPPER — Three shades of green.

COLIBEI—Six shades of green, hardly as clear or strong as the former series.

GENTIANE—Three shades of dull hyacinthe.

CERISAIE—A series deeper and not quite so pink as cerise.

LEVRETTI—Three taupe shades.

Although there is no style development that can be absolutely relied upon so early, there are many tendencies that point the way. Prominent Parisian model houses are already showing advance creations. These models, however, are all based on summer modes and are really a continuation of summer styles, and it will be some time yet before the striking innovations that begin the novelty season are produced.

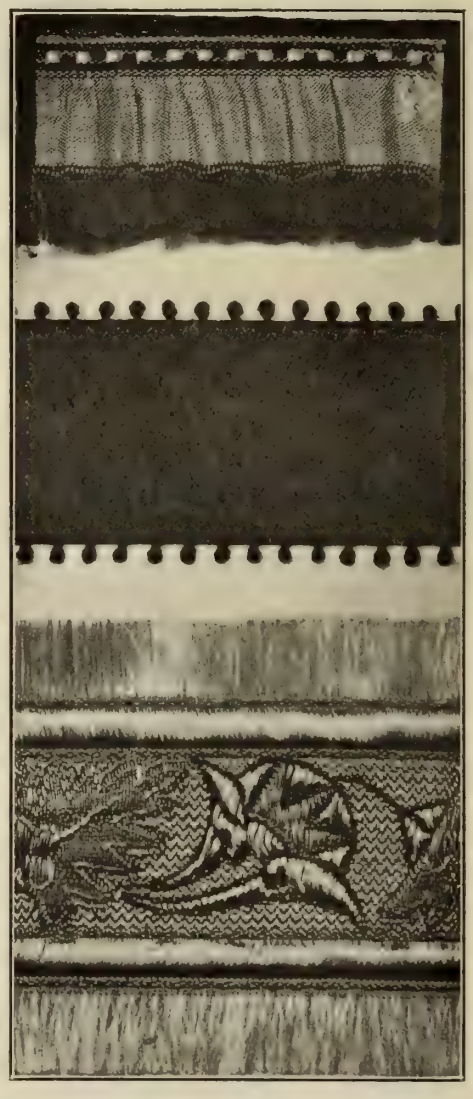
Looking into the future it looks as though velvet will hardly be as much used this Fall and Winter to the extent it was last year, and the speculation is as to what fabric will step into the supreme position. It is just possible that no one fabric will do this, though it looks at present as though satin and moire are to be used to a large exent.

In trimmings, aigrettes and crosses are to be used in profusion for the high-class trade and much lovely paradise is also to be used as well as some very handsome ostrich fancies. Tailored and semi-tailored hats promise to be fashionable, and wings are very much used to trim them. Napoleon and Girondin models are the latest and there are many smart Louis shapes shown.

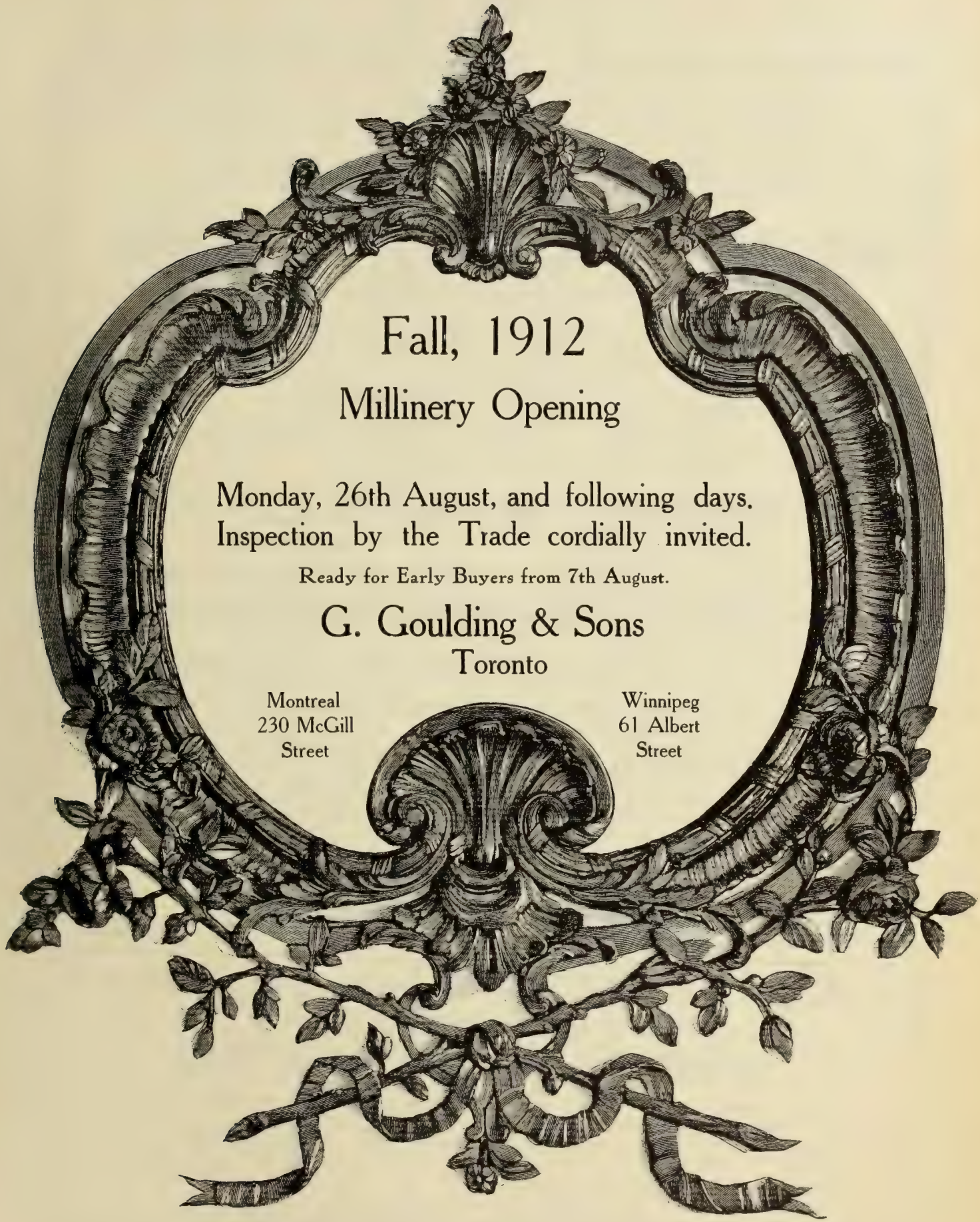
One feature that all the leading milliners are making use of is the placing of plumage in a horizontal position. A short description of some of the models seen and the materials and colors used will show more distinctly as to what ideas the trade is working.

This one model was covered with moire and the brim,, which was turned up high on one side was faced with black velvet, both the velvet and the moire being black. The trimming on this hat con-

(Concluded on page 24)



From top to bottom:—1. Fringed ribbon for edging bows, hat brims and novelty uses. 2. Picot edged ribbon in burnt orange and black. 3. Brocaded banding with fringed silk edges. Shown by Continental Manufacturers' Syndicate, Toronto.


Fall, 1912
Millinery Opening
Monday, 26th August, and following days.
Inspection by the Trade cordially invited.
Ready for Early Buyers from 7th August.
G. Goulding & Sons
Toronto
Montreal
230 McGill
Street
Winnipeg
61 Albert
Street



All that is new in

MILLINERY and FANCY DRY GOODS

for Fall, 1912

Our stock of Pattern Hats, Shapes and Trimmings, etc., is now complete in every respect, and we are prepared to receive all early buyers.

The latest importations from European and American markets will be on exhibition on and after August 12th.

Our Annual Fall Opening will be held in Montreal, September 2nd and following days. You are cordially invited to visit our new showrooms.

FARRELL, BELISLE & Co.

22 St. Helen Street - - MONTREAL

106-108 Rue du Point, QUEBEC 522 Seymour Street, VANCOUVER



FALL SHOWING READY

We wish to announce that we are now prepared to show the latest in fancy feather mounts, wings and all kinds of

tunning Millinery Novelties

Everything to promote a record Fall business in your millinery department is now ready in our immense line for your inspection.

We would like an opportunity to show you our complete range.

ELLIOTT, SHERRING & CO., LIMITED

Manufacturers' Agents and Importers of Millinery Novelties

37 Wellington St. West, - - - Toronto

STRACHAN & BURDEN, 76 Wellington Street West, TORONTO

FLOWER AND FEATHER SPECIALISTS

ANNOUNCEMENT FOR FALL, 1912

We are showing for Millinery Opening Weeks a very swell line of French, German and American Ostrich Goods, Wings and Marabout Mounts.

We have not one dollar's worth of last season's goods in our warehouse. Everything new. Speaks for itself!

We ask every milliner that comes to Toronto to call on us and compare our prices with other Canadian Houses.

STRACHAN & BURDEN

You, as a Millinery Buyer, will be Interested in Our Exhibit of

READY TO WEAR

TRIMMED AND UNTRIMMED HATS

Novelty Mounts and Trimmings

August 15th to September 1st

We extend you a cordial invitation to call and investigate the above lines, knowing that you can save money by so doing.

You are welcome to use our office for appointments, mail, etc.

Continental Manufacturers Syndicate
LIMITED

77 YORK STREET - - TORONTO, ONT.



Groups of pressed shapes for fall in beaver, clipped beaver, velour and scratch felt. The scratch felt hat is in two colors. Shown by the Millinery Commissioners, Ltd,. Toronto.



Large Amazon model of black hatter's plush faced with brocade and trimmed with full French plumes in black and white.

Advanced Ideas From Paris

(Concluded from page 20)

sisted of a pair of sand colored wings placed in front and reaching back over the crown.

Many black and white models are showing, and a striking one was covered and faced with black taffeta. This hat has a low rounded crown and the brim on the side not turned up continues the slope of the crown while the opposite side turns up quite as high as the top of the crown. The trimming is of pleated Liberty ribbon and up-standing black and white plumes.

A tall model is of niggerhead velvet with large ostrich plumes of the same shade covering the brim and crown. A large black moire-covered model was faced with black velvet and trimmed with four horizontally-placed white ostrich plumes. Another house is showing a number of Breton shapes. One is of epingle bound with brown satin, and has loops of the same for trimming in addition to a bunch of horizontally placed osprey.

One Breton shape is of sand-colored moire trimmed with loops of brown taffeta ribbon and with a green and brown taffeta rose and foliage. Another model exhibited is an Amazon shape of white felt with the brim bound and faced with black moire and turned up at one side.

Ostrich Feather Co.



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OSTRICH
PARADISE
OSPREYS
MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents: S. E. PORTER & CO., Birk's Building

DRESS ACCESSORIES

THE BUYERS' VIEWPOINT

Revival of black and white vogue is having marked influence on neckwear showings for Fall.

Jabots and stock collars with the jabot attached promise to be strong in Fall lines.

Paris is showing neck ruffs of Malines, some of which are of huge proportions. Smaller sizes are now being featured for this market.

New Robespierre models well accepted — Fall models show high stocks — Wide jabots the distinctive novelty feature — Malines ruffs showing — Voile and batiste flounces — Demand for the mode veil — Laces are sellers

NECKWEAR has been instantly responsive to the new fashion note and Robespierre effects only with low collar and pleated jabot of lace or net are being well taken. Pique, reps, mercerized poplins and the new ratine in white, cadet and champagne are the colors selling. The Robespierre and Directoire influence dominates the new lines of neckwear now going out for the Fall season. Lace and net will be used for the jabot, but satin will be substituted for the cotton fabrics now in vogue and it is altogether likely that a higher collar will be substituted for the flat collar now selling. Many Robespierres will be all of net and ribbon velvet promises to be used as a trimming. In short, the ingenuity of the designers will see to it that there is no lack of new and attractive designs featured.

The decided fashionable revival of the vogue of black and white is having a marked influence on the neckwear showing for Fall, and black and white is much stronger than white and color. Sometimes the black touch is introduced by means of small velvet or satin-covered buttons, but as a rule very much more black is used.

For the early season, both stocks and coat collars of pique and black satin, or taffeta are prominent. Black and white striped silk or satin is also seen combined with pique. Jabots and stock collars with the jabot attached promise to be strong in Fall lines, and the most strongly marked feature and the one that will give the distinguishing touch is width of the jabot at the neck. Extreme models extend nearly to the shoulder. This, of course, is an extreme exaggeration, but the wide jabot is decidedly a new feature. This effect of width across the neck is a feature of the Robespierre or Directoire styles. The present fashion revival comes from the neck dressing worn about 1792, and these fashions showed the neck hidden under voluminous stocks of folded lawn or satin, and doubtless there will be some reproduction of this folded effect attempted. This feature is called the "chocker" and is already shown in imported models.

Closely akin to this "chocker" effect are the high stocks of folded satin or taffeta with little turnover



Hat of dark grey velour, two-color mount in grey and gold. The important piece of neckwear is one of the new Directoire models in embroidered lawn and Irish lace decorated with tiny black velvet models.



Directoire coat collar. Black taffeta collar and white pique revers. Shown by Ladies' Wear Ltd., Toronto.

points and with a fold or band of the silk finished with a small flat bow at the base. The prototypes of these collars are seen in mid-Victorian pictures and are being shown under the names of the Gladstone or the Parnell.

Attached to the high stock of lace or net are butterfly jabots, some of which are so big as to be almost a vest effect. This is a pretty fashion that is sure to find favor. Tailored stocks in a big variety of materials are sure to be in evidence.



Robespierre collar of Irish and shadow lace embroidered net and black ribbon velvet.

Ribbon bows, and made ribbon and chiffon flowers will if possible be more fashionable than last season. Groups of tiny roses are mounted as bar pins, and will certainly be used to fasten the lace and net pleatings that finish the Robespierres, and both collar and pin will gain from what is an exceptionally pretty combination.

There are indications that Malines is to be good in the coming Fall. Paris is showing neck ruffs of this fabric, some of which are of huge proportions. While these wide ruffs are too extreme and too expensive for general wear, smaller neck ruffs both of



High turban of black velvet and white plush. The velvet crown is draped over the brim in front and held by a single star-like flower. The collar is a Robespierre model of white rep with bow.

Malines and net are being featured. Black and white in combination of white tulle and black velvet are sure to be worn, and so is that of ecru and black tulle. The tulles used are of the waterproof variety and are not injured by damp.

Voile and Batiste.

Though the season has been somewhat of a disappointing nature to the embroidery houses, owing to the popular prices at which they could be retailed, 45-in. flounces especially have sold freely. Now that July is here these goods, together with the staple bandings, edges and beadings, should be featured and room made for the newer ideas and patterns.

Canada's Largest Specialty Importers



UP-TO-THE-MINUTE DRESS ACCESSORIES

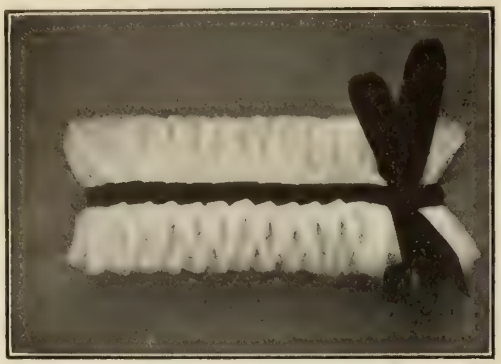
The White Shetland, the livest thing in Veiling to-day.
Point Venise, the biggest seller in Laces for Fall.

Letter Orders receive prompt attention. Use lettergram at our expense.

Call and see them at

CANADA VEILING CO.

84-86 Wellington Street West - TORONTO



Malines ruche — Shown by Sandersons, Ltd., Toronto.

Orders placed for another season are largely for 45-in. flounces in voile or batiste and bands and edging to match and in lacelike patterns combined with bold, handsome designs in heavy work. There is no time and no season when there is no demand for good patterns and this demand will be fully maintained.

An Excellent Lace Season

Venise, Bohemian, Cluny and Shadows lead in novelty class — Trimming laces with pompadour embroideries in pastel colorings new and effective.

Everything points to a good lace season for lace is employed in the completion of every costume. Even with the tailored suit, there has to be lace used in the shape of the pleated jabot and pleated frills at the wrists.

Lace enters largely into the composition of the novelty gowns and very often two or more kinds of lace are used to form the trimming. This is especially true of the new lingeries which are to be lavishly trimmed with lace in combination effects; so much so, that some models will be almost entirely of lace. Some dresses are composed of both black and white lace and there are handsome laces embroidered with Pompadour garlands and bunches of flowers in wash silk. Venise is in for a season of great popularity, the first place being given in the better laces to the variety known as flat Venise, and this lovely lace will be extensively used in the shape of bands and flounces to combine the silks, satins and velvets that are to be worn this Fall.

The novelty lace is the Bohemian and the distinctive Bohemian and the closely allied Russian designs are appearing in both heavy and light laces.

For popular selling, Cluny and Nottingham bands are featured. The manufacturers have paid great attention to the designing of the patterns and designs have been adapted from old laces. These linen laces will be extensively used by both makers of whitewear, waists, and dresses.

There will be no diminution in the popularity of shadow laces. These laces continue to be produced in novelty patterns and are largely taking the place of Valenciennes at present. Valenciennes is selling, but only in the better grades and in round mesh laces.

Better Outlook For Veilings

Demand is for the soft Shetland finish — White novelty meshes — Chenille returning to favor

The outlook in the veiling field is decidedly brighter than it has been for some time. There is a decided revival in the wearing of the veil. Now that the outing season is arriving, more women are taking to the wearing of the becoming floating made veil and the mesh veil that is arranged close to the face is also increasingly in evidence. Laces and quiet and refined meshes are in favor, and the big demand is for the soft Shetland finish. White novelty meshes with the pattern outlined with a darned-in thread of black are favored, and there is a decided feeling for white and black effects. Chenille dottings have been out of favor for a longer period than is at all usual, but there is some signs that chenille is again coming to the front. The new patterns come in modest dots in groups on fancy nets.

For immediate selling the made veil is in most demand and some numbers show the black velvet edge. Shadow laces, smoke and Chantilly are the sellers and white is preferred to black.

H. S. Hansford, for a year advt. manager for T. W. Robinson Co., Moose Jaw, Sask., has succeeded R. W. Meredith at the Glasgow House (R. H. Williams & Son), Regina. Mr. Meredith, who has been associated with the Glasgow House for 16 years, is going to take a three months' vacation, but is not severing his connection with the store. He is interested specially in the development of the mail order department and possibly on his return may take charge of that branch. The splendid catalogue issued by Mr. Meredith for the Glasgow House has already been referred to in the Review.

The hat on the cover of this number is a draped toque of new blue velvet and sable fur, with bead ornament at side.

KNIGHT & HUNTRESS
DRY GOODS
AND
GARMENTS
LACONIA, NEW HAMPSHIRE

Mr. Wilder,

The Butterick Publishing Co.,

New York.

Dear Sir:

We have sold your Patterns for 45 years, and the past year is probably the largest sale we have ever had, showing a gain in 1910 over the previous year 1909 of 15%, and the same percent of gain 1911 over 1910.

Yours,

Knight & Huntress

The Butterick Publishing Company
33 RICHMOND STREET WEST, TORONTO, ONT., CANADA

FANCY GOODS NOTIONS & TOYS



Keep up the notion stock — Inexpensive jewelry a splendid selling line — The souvenir season — Stamped goods the present sellers in the fancy work department — Advance ideas on Fall fancy work.

NOW that Summer quietness has descended upon the store, and the question of keeping up sales is of importance, is the time to carefully watch the notion stock. This stock may be made up of small articles that sell at a low price but they have one merit; they are always saleable and are just as much in demand in July and January as they are in May or October. Therefore, stocks should be always kept full, and "just out" should not be tolerated even if it is just before inventory time. It is the number of sales that count, therefore the fact that assortments are always well kept up is of the greatest importance. A notion stock that is carefuly run is sure to be a drawing card, and many steady customers are made by the fact that it is possible to obtain the necessary trifles that go to make up the notion stock.

Owing to the fact that there has been a vast improvement in the production of cheap jewelry, and that there is great attention paid to the manufacturer of popular-priced jewelry in artistic designs, sales are growing to wonderful proportions. Popular-priced jewelry is so much worn that even the woman who can well afford the more expensive kind, does not disdain the cheaper article. Therefore, there is a ready sale for such articles as sash-pins, frill-pins, bar-pins, waist sets, pendants, neck-chains, brooches, ear-rings, La Vallieres, cuff-pins, cuff-links, scarf-pins, shirt studs, fobs, and other like articles.

There promises to be a large demand for both bar-pins and waist sets during the season. This is due to the prevailing neckwear fashions and the general wearing of smart tailored waists. Very handsome effects in enamel seems to be the big feature not only in pins, but in all jewelry lines. The base of the enamel is sterling both in silver and silver-gilt, and rolled plate, and some particularly handsome pendants are shown.

Now that the tourist season is on there is always a ready sale for souvenir jewelry and each season sees the putting out of new arrangements of the patriotic patterns showing the maple leaf, the Union Jack, the Canadian coat-of-arms, and the arms of the various provinces.

A novelty this year is the paper knife of Pompeian bronze fashioned like a miniature bread knife with any one of the above devices. Bead necklaces are selling in amethyst, coral, jet, pearl, and amber. Amber is favored by fashion and amber beads sell better than either amethyst, coral, or jet. Pearl is staple, and there is always a big sale for pearl beads, and some demand also for collars made from several strands of pearl and with rhinestone slides.

* * *

Needlework in Packages.

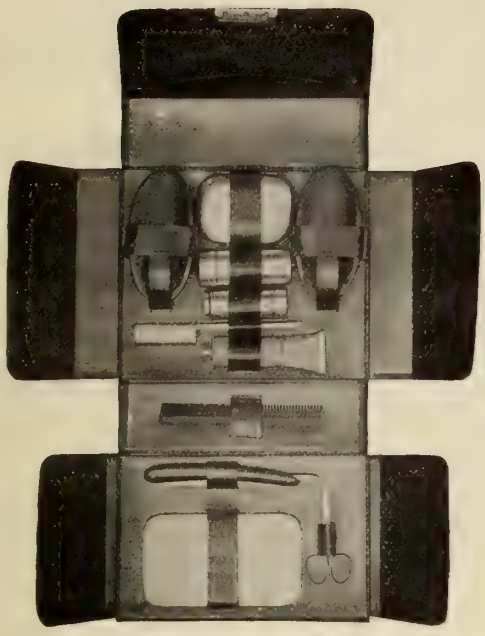
Stamped articles for embroidering are hot weather sellers, as fancy work of this class as a rule forms part of the Summer outfit of the majority of women when departing for the summer home. Not only are the articles useful in themselves, but a piece of needlework serves to while away spare hours.

The latest development is the introduction of needlework in packages. That is, there is the design stamped on the fabric and all the materials necessary for completing the work. Practically all articles that can be embroidered are included in package goods, but the best sellers are childrens and infants caps, coats, slips, and underwear, and such articles of women's wear as gowns, corset covers, blouses.

Ratine has been pressed into service in the making up of pillow-tops, table scarfs, cloths, covers and other articles that are made of linen. Most attractive pillow tops are made of ratine in various art shades with the pattern in harmonizing colors. Many of the new patterns are in floral effect, but in conventional rather than natural designs. The vogue of punch work continues strong and some portion of nearly every pattern is executed in this manner. French knots are used exclusively in the development of some patterns.

Pompadour embroideries in colored wash silks developed in small set flower and ribbon effects are much in evidence.

DRESSING CASES



Our travellers are are now out with the largest collection we have shown.

We have added to our line

Box-Style Fitted Cases

for house use.

Stands for Travelling Bags

The Julian Sale Leather Goods Co., Ltd.

105 King Street West, - Toronto

Extension of Sales Shops

Character of Hudson's Bay Co.'s enterprise changing with development of Canada—Conservative sales policy has been justified.

That the Hudson's Bay Co. are anticipating the time when the fur trade in Canada shall diminish to insignificant proportions as compared with the extent of their other enterprises was evident from the tone of the meeting held recently in London. Lord Strathcona, presiding said that events in Canada had moved so rapidly recently as to necessitate energetic measures to retain the good-will existing throughout Canada towards the company by the extension of sales shops.

The indications of the fur prospects for the coming season pointed to an average collection.

With regard to the land market, the situation had remained firm throughout the year. There was a fair demand at good prices for agricultural as well as town lots. The Winnipeg market continued fairly active. The conditions in Victoria, North Battleford, Prince Albert and Fort William were improving. In other town sites it was anticipated that the demand for lots would be intermittent.

The improved state of the Edmonton town site market had resulted in the disposal of lots to the value of £902,732. The total land in the company's possession now amounted to 4,058,050 acres.

Turning to the prospects immediately in store for the company, Lord Strathcona said he thought they might anticipate a fair fur profit, which a few years ago was the company's only industry.

The extension of the sales shop business was bound to be still more profitable. The conservative policy regarding sales had been abundantly justified. They might have been thrown on the market earlier, but doing so would have been a sacrifice of the future.

Two shareholders urged that the dividend should be increased ten shillings, and Lord Strathcona said there would possibly be a better dividend this year.

John M. Fraser, who has been in business in Stratford, for forty-seven years is retiring and the stock has been sold to his son, Donald D. Fraser.

The Oriental Silk Co.'s premises in Montreal were visited by fire recently and considerable damage was done to the machinery and building. The loss is estimated at about $22,000. The fire will not affect the company's business to any extent. All orders will be taken care of promptly and as repairs are now being made there will be no interruption of operations.

READY TO WEAR GARMENTS



The Buyers' Viewpoint.

Directoire influences are manifesting themselves in suit coats, dresses and waists.

Lace and metal laces, crystal and beads will be extensively used in trimming evening gowns.

Buyers inclined to hesitate in placing orders for pleated skirt. The straight line garment seems to be preferred.

Directoire tendencies the latest — Plain-tailored models the best sellers — Silks, chiffons, lace and net are the leading waist materials — Fall dress line covers wide field — Varied collection of materials for coats and dresses for the smaller girl.

EVEN in suits the Directoire influence is appearing. This is clearly recognized in the newest collars, the large lapels, the gauntlet cuff, the cut-away front and new waist coats. These points, however, are only just coming into vogue, and at present the suits that are most favored are in the plainer-tailored models. This is in strict accord with the policy buyers have adopted of late years. They have first purchased their popular priced staple models. Then, when they came to market, they have placed orders for the novelty styles.

One feature that has already been made evident is that buyers are waiting to see how they are received before placing many orders for pleated skirts. Plain skirts with just a few kick pleats are the models selling, and are those which will likely, in the opinion of those who are in a position to judge, win out when the selling season opens.

The plain suits selling are produced chiefly in heavy serges, diagonals and whipcords and tweeds with blue, tan, brown and brown and grey mixtures as the leading colors.

Designers are busy now on novelty models and are using ratines, wool velour, boucles and a few zibelines.

Navy, cadet and nut brown are the leading shades in novelty suits. Other colors are pheasant tan, Burgundy, ashes-of-violet and taupe. Touches of burnt orange, fuchsia and tan are used at the collar and cuffs. There is a tendency to use fur at the neck and wrists and the fur fabrics that have arrived at such a high state of perfection are often used in place of the true skin. Two-tone velvet, cord silks and brocades are also used for trimming touches. Handsome buttons in accord with the material and its trimming are very much in evidence. The latest preference is for ball effects.

Suit lengths hold at 32 to 34 though in extreme models it is only at the back where the full length is reached.

Robespierre and Pannier

Plain tailored and coat dresses for street wear — New ideas in the production of reception, evening and party gowns.

The dress line is to be a big one for the coming Fall and will take in dresses for house and street wear, frocks for afternoon and reception wear, and party, dancing and dinner gowns. Because of the wide field covered, dresses promise in the future to be always a big selling line, and yet their sale will interfere only to a limited extent with other garment lines.

Plain-tailored dresses and the new coat dresses are selling for street wear and while dresses of this kind show few new features there is considerable variety in the materials of which they are made. Serges are the big feature, and some smart models



Interior view of Harry Thorpe's ready-to-wear store, North Bay. See art of display department.

come in face cloths. Other new materials employed are bedford cords, whip cords, diagonals and wool ratines. Velveteens will be used, but will not appeal so well as the corduroys and fancy cords. Charmeuse is the new silk fabric, and crepe effects such as crepe meteor and crepe de Chine will be featured. Soft satins in plain and changeable, changeable taffetas, brocaded satins and crepes, chiffons, ninons, nets and marquisettes about complete the long line of materials.

Blue is still the leading color, and black is selling well while the demand for black and white which was strong, is being further stimulated by the latest fashion news from Paris and other large fashion centres. Tans and browns are doing well but there is only a limited call at present for novelty shades.

For evening wear and for receptions and afternoons a big business is promised in inexpensive models in charmeuse, soft satin and other crepe weaves. Taffeta will be wanted but it will be used as a material for combining with other fabrics.

Party dresses are to be developed in chiffon in plain and in hand-painted and fancy effects, also in ninons, ninonettes and beaded nets.

Light shadow laces and heavy Venise, filet, macrame and the new Bohemian laces will be lavishly used. Other trimmings are metal laces, chiefly gold, crystal, bead and spangle trimmings and hand-made floral garnitures.

The two forces that promise to furnish the fashion inspiration for the coming Fall in dress lines are the Robespierre and the pannier. These ideas taken from one of the most troubled periods of French history form the keynote of Fall styles. Canadian designers are busy with them and by the time they reach buyers all that is freakish and bizarre will have been eliminated and modified away leaving only an outline that is graceful and saleable, and the resulting styles are sure to find favor with the general run of trade.

No designer of any merit is satisfied to produce styles that are just a duplication of what another man is showing for to satisfy the critical taste of the modern buyer there must be a certain stamp of individuality and exclusiveness.

Silk, Chiffon, Lace, Net

The leading waist materials — Robespierre effects and charmeuse are the leading novelty feature.

Silks, chiffon, lace and net are the materials used for the construction of the popular-priced waist for Fall, and the fashionable Fall waist is, as a rule, a combination of two or all these fabrics. Chiffon is greatly in evidence. Waists of this fabric are made as transparent as possible and are either lined with net or with thin Jap silk. The vest and collar will be of net and bands of lace or trimming silk will be used on the foundation, all being veiled with chiffon.

Better-priced waists have the vest effect of satin or net, and collars verging on the Robespierre are beginning to appear. The vogue of black and white is beginning to be very pronounced and is taking the place of touches of color in the trimming effects. Black and white is also the accepted trimming on colored and striped silk waists.

Though waists for the early season and possibly in popular-priced lines there will be a demand all through the Fall for the ¾ length sleeve, the long sleeve is gaining ground and in various styles promises to be the leading sleeve. Many models are set in to the long cut shoulder and are tight-fitting from elbow to wrist and quite a few have the frill of lace extending not only round the wrist but up to the elbow.

Very dressy waists will have the ¾ sleeve and, as a rule, these waists will be kimona cut. The kimona cut is slated for an early revival as it outlines the shoulder more effectively than any other shaped model. Therefore, women favor the kimona cut and as it saves the alteration department, so does the retail merchant, while the manufacturer likes it because it can be cut out of less material and because operating costs are less.

Fancy semi-tailored models of liberty satin, messaline and other soft-finished satins, and of changeable or fancy taffeta are prominent. These models are fairly plainly tailored and have a few tucks to relieve their plainness and a cravat effect of either lace or material by way of finish, and various kinds of fancy buttons used in trimming groups.

The novelty fabrics are charmeuse, meteor and crepe de Chine, and white satin. Waists of this class show strong Robespierre tendencies both in the matter of collar and in the gathering across the bust. Some of these waists have the sleeves in leg-o-mutton style. Big button-holes and collar tabs chockers and cravats of contrasting colors are used while lace frills are put on in cascade effects.

Black and white enters into almost everything, blue is the big seller, and in evening lines the colors wanted are flesh, sky, maize and champagne. Net and lace waists come in white, Paris and ecru.

Dresses For Smaller Girls

Varied collection of cloths offered—Serges highly favored — Pile fabrics the big sellers for coats.

The materials now in vogue lend themselves excellently to the production of warm, comfortable and at the same time handsome little Winter coats for the small girls' wear.

Pile fabrics for this purpose are to be good. Caraculs, polocloths, bear-skins, plushes, astrachans and seal plush with corduroys, chinchillas, mixtures and blanket cloths all are used in the decidedly attractive and varied line now selling.

All coats are cut on straight lines, and for the younger children, box models are preferred while for the older girls the half belt at the back is frequently seen. Astrachans and caraculs show the velvet collar bordered with a band of the fur fabric. Chinchillas and mixtures are self-trimmed, or when the cloth is double-faced the collar, cuffs and pocket flaps are often of the reverse side. Braid is used to trim some of the corduroy models. Bone and handsome metal buttons form an important feature of all the new coats.

The dress for the small girl is, as a rule, of serge, though a few fancy plaids and tweeds are selling. Blue is the leading color with navy and cadet the best sellers. Quite a little interest is being taken in tan, and there is a somewhat limited sale for brown. The favorite models are quite simple, and simple yet smartly cut tailored styles are the winners. Touches of color, as a rule, are introduced in the form of pipings or bands, scarlet, tan and plaid being combined with navy blue. Black is good with cadet. Buttons are extensively used for trimming purposes. Many are covered with velvet, satin or the same material, or are of pearl or metal.

In a great many instances, belts are used, and these are either of the material or of patent leather. Novelty styles are the coat, or Norfolk and the Russian dress with the tunic opening up each side. Up to 14 years old, the majority of the models have long set-in sleeves, and the necks are either high or are cut round or square so that they can be worn with a guimpe.

Full Length Coats Selling

Seal plush, pony and lamb fabrics combined form the novelty in pile fabric garments — Checks in coatings, with blue and black leading.

In spite of the talk as to the appearance of shorter coats, there is little evidence of any acceptance of the same at any rate for the coming Fall and save for a few novelty garments the full length coat will be all there is to it on the Canadian market. Manufacturers report that coat sales up to date have been larger than was anticipated. This is not surprising when the number of handsome models in decidedly new and distinctive cloths shown is remembered. Present styles are ideal for Canadian Winter wear. The cloths possess warmth without cumbersome weight, and the models are both smartly cut and decidedly comfortable to wear. Many of the new coats can be either buttoned up to protect the chest or worn open in deep revers, and the effect of the new Robespierre fashions is shown in collars

that protect the back of the neck. These collars are open in front, and because of this factor many fitting troubles are done away with. Some models show cape extensions and a few have decided capes. All coats are straight cut and all coats have large sleeves and roomy armholes, and many show belted and semi-belted effects. A few have a seam at the waist line and a rounded panel effect at the back under which the waist part is gathered at the back. Some coats show a kind of kimona cut, only the sleeve is in one with the back instead of the front and there is a seam at the shoulder.

Chinchillas are the leading cloth and are selling best in navy and dull shades of novelty blue, in grey mixtures, and in tans and brown mixtures and in bronze shades. Heavy tweeds in diagonal weaves are in extensive vogue in plain color and in two-tone effects and mixtures. Blanked weaves in stripes in black and color are showing, but the latest novelty is the Mackinaw or lumberman's check. Other combinations are selling, but there is a very decided preference for black and blue.

Manufacturers are highly pleased with the advance sale of pile fabric garments. Seal plush maintains its lead, but good quality pony skins and lambs are coming into use. In New York, caracul, but not in the cheap grades, is selling. Later models in these fabric fur coats show the combining of seal plush with pony or some form of lamb. Wide flounces of the trimming fur edge the coat and trim the wide collars and cuffs. Handsome passementerie ornaments and fur buttons are used as fastenings.

Many Fall Models Pleated

Dresses with the waist of light material and skirt and trimmings of the heavier cloth a new feature in New York.

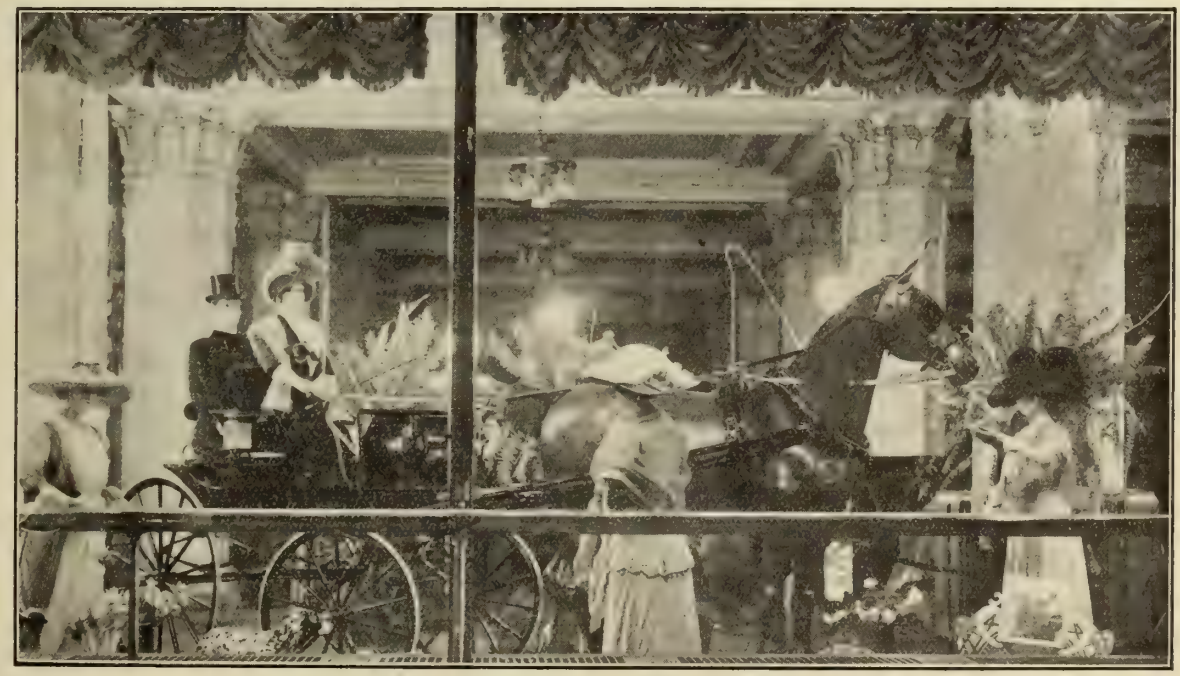
New York, July 15.

The smart woman here has taken very decidedly to the using of two materials in the making of the suit or costume. For instance, a summer suit will have the skirt of white rep or welt, and the coat to wear with it will be of cadet or navy blue with white collar and cuffs.

Manufacturers are putting numerous models into their Fall lines with the waist made of chiffon or fancy net and the skirt part of charmeuse, broadcloth, velvet or corduroy. The heavier material is used for the cuffs and trimmings so as to bring the whole costume into unison.

This is a particularly practical fashion and one that has many good points, and not only are costumes being developed in this fashion, but the same effect is being applied to dressy three-piece suits.

Another fashion that is favored for Fall is the smart pleated dress, that is, the dress with the skirt wholly or partly of pleatings. In every instance, the skirts are straight and narrow, the pleats being machine-pleated and very shallow. In cases, they extend up to the waist, but as a rule they are in panel effect or in pleated knee-high flounces. Accordion pleating, shallow box pleatings, side pleatings are used, and to keep them in place they are taped at the back, one or two rows of tape being used as required. Pannier suggestions are also effectively used on the new dresses.



Very appropriate horse show trim by Sellers, Gough Co., Montreal. This window contains an excellent idea for the coming Fair or Exhibition season.

Should a Manufacturer Confine His Line?

Merchant asks if maker should not refuse his competitor's special order when he holds the exclusive account — Advantages to the manufacturer and disadvantages to the merchant.

By Howard R. Wellington.

THE question has been asked by a merchant, "If I buy goods from a certain manufacturer, and my competitor, seeing a few new novelty garments illustrated in a trade paper, orders a sample assortment from the same source, should not the same manufacturer refuse to ship even the samples on the ground that an account had already been opened in the town and under the circumstances no further orders for garments could be filled for other stores."

WHAT SHOULD GOVERN.

No definite business policy can be adopted to cover all such cases as it depends largely upon the size of the town, the amount of placing business—in fact the merchant's orders must be of sufficient size to pay the manufacturer to confine his line. As to what amount would pay, this depends upon the size of the place, its possibilities, the range of samples shown and the extent of the business of the manufacturer.

ADVANTAGES TO THE MANUFACTURER.

When only one account is served by the manufacturer, it saves the time of the traveler as, instead of canvassing the entire trade in the place, only one account is called upon, thus reducing traveling expenses.

New novelties introduced continually throughout the season naturally are purchased by this account.

A BRANDED GARMENT.

A branded garment handled exclusively by one merchant in a place will not only steadily increase the business reputation of the merchant, but naturally the output of the factory producing the garment, whereas if several merchants were handling the same garment, probably price-cutting would result. To overcome this state of affairs, very often the merchant has his own label, and, providing styles are different, two or three accounts may be sold in a town.

DISADVANTAGES—TO THE MERCHANT.

When a manufacturer confines his line to one account, the proprietor, while he may look through other lines, naturally feels restricted in his buying, and whether another line appeals to him or not, he is not at liberty to take advantage of such a line and very often loses considerable business in this way.

The manufacturer confining a line must in turn be progressive, producing the newest novelties in addition to a perfectly tailored garment, otherwise the merchant cannot hold his trade, and the plan of confining the line to one merchant cannot be carried out satisfactorily to either party.

A buyer of ready-to-wear, whether confining his purchases largely to one house or not, should look through as many samples lines as possible, as the house from which he buys very largely may not have the smartest, newest models, in which case his competitor will stand a good chance of securing a large share in the business by purchasing elsewhere.

Because you are satisfied with the line you have been handling for years it does not necessarily mean that you could not do better by looking around, as this is a day of specialists, and on this account a manufacturer of several lines of ready-to-wear garments cannot naturally produce as good a line in, say cloaks, shirts, dresses and skirts, as a specialist in any one of these lines.

Every manufacturer excels on some line, even though he may have a good general line of all.

TRADE PAPER ADVERTISING.

The most practical method of placing before the retailer the latest additions to a range is through a recognized medium of a good trade paper.

The problem which immediately faces the manufacturer, especially of suits, coats and skirts, who advertises using cuts and prices, is this:—"I have sold the 'A' Company in such a town a fair sized order, say $600.00 for the coming season, hardly enough to pay me to confine the business entirely to them, and yet, considering the size of the town (about 3,500), about as much as I could expect them to purchase as a placing order." "The 'B' Company in the same town sees my advertisement, and writes in for a half dozen of the lines illustrated. The 'A' Company is a very desirable account to have on the books, but so is the other concern, in fact the concern to whom I have not sold heretofore is the preferable account. Under such circumsances, should I refuse the order from the second company?" There is only one course open, although others are sometimes adopted, and that is to take the matter up with the first concern and agree to confine if they can see their way to place enough business.

If the first concern does not care to tie up with one house exclusively for reasons outlined above, then it is only fair that the manufacturer should sell the other concern as well, but avoid, if at all possible, the supply of the same styles to two different concerns in the same place unless in a large city, where the styles will not be noticeable, and there will be no price-cutting.

No Advertising Plan To Boost Your Sales

among the dry goods merchants of Canada is complete unless THE DRY GOODS REVIEW is included.

IT is a practical and influential trade paper, edited by men who know the dry goods business.

IT is read by progressive merchants from coast to coast, just because it tells of practical things in a practical way.

IT makes itself useful to its readers—therefore, useful to its advertisers.

IT is always first with the news—the kind of news that aids buying and selling.

IT is getting results for its advertisers and helping travellers make sales.

IT is patronized by the leading manufacturers and wholesalers of Canada.

IT is read by the the men who have the final say about what and where to buy.

IT is the only trade paper in Canada that covers thoroughly every department in the dry goods store.

Dry Goods Review

Canada's Only Semi-monthly Dry Goods Paper



When specializing pays — Advertising not broad enough — Opportunities demand more distinctive treatment that references standard qualities and values — Points that the buyer, ad-man and merchandiser should bear in mind in making success of the department.

KNITTED goods, as a department, are not handled broadly enough in advertising. Many ad.-men declare that underwear, hosiery, sweater coats and knitted novelties sell themselves and do not require anything more than a preface and item or sale reference among many other more important items. Space is necessary for other advertising and knitted goods are so closely allied to other apparel as to sell in itself, when the demand and weather warrants. With suitable weather, either Summer or Winter, a noticeable increase in sales is noted at once in the kindred departments.

In most stores each department in the knitted section is given an initial announcement, item references from day to day and seasonable sale advertising. These efforts should not consist merely of a list of standard makes and values. Descriptive in many knit goods announcements is confined to the manufacturers' brand, superiority in manufacture or process of making, color, quality, style, cut and finish or the merit of guarantees and washing properties in relationship to prices.

During the first month of the Fall season there is not much chance to devote to these departments because of the rush of preliminary showings and formal openings. By the end of September these sections are rushed and it does not seem necessary to feature knit goods unless clearance, jobs or special values, samples and quantity purchases make it possible to put a little ginger into selling efforts.

SPECIALIZE IN KNIT GOODS.

More attention is given to developing advertising ideas, where knitted goods are departmentalised. Sweater coats, being kept in the ready-to-wear section, are naturally listed with items from that department. When underwear, hosiery and smallwares, novelties, etc., are kept in a section they are referred to in panel or list items and the significance of department importance entirely lost. The suggestion is to specialize.

Considering the assortments of Fall knitted goods in any store whose buying organization has taken advantage of this year's merchandising showings, knitted goods demand departmental space. Fully three sections are necessary to correctly handle and display the selling lines of the season. Of course each house has its own buying connections and probable output, but this season, representative departments have grown to such proportions that new records are to be expected, and where proper preparation and advertising attention is given, these are bound to accrue.

GROWTH OF HOSIERY SECTION.

Hosiery requires more room because silks, silk lisles, fancies and one or two lesser grades including wool sole lines are carried all-year-round. Hosiery is not guided by seasons. In addition to this, are ranges which are necessary in every department. They are plain and ribbed cashmeres at 25c, 35c, 50c and up in 8½, 9, 9½, 10-inch and 9½, 10 O.S. sizes up to 75c pair; ranges of misses and children's plain or ribbed cashmeres, sizes, 5 to 8 inch, two or three ranges with outside prices for the large sizes 25c, 35c and 50c pair; heavy worsted, 6 to 10 inch, at 25, 35, 50 and 60c pair; children's staple cashmeres in colors, 4½ to 8 inch, sox 4, 4½, 5, 6 inch and small fancies. The stock is rounded out with self or fancy embroidered cashmeres. Novelty evening lines, and whatever quantities are obtainable for leader and counter offerings. Of course, each individual department has leader lines featured year after year and it is only possible to tell by comparison just what values should include.

REPRESENTATIVE UNDERWEAR RANGE.

In the underwear section, ranges comprise one or more manufacturers' lines with larger sizes always

The Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.



The HOSIERY HOUSE of Canada

We have now in stock a complete range of "Queen Quality" Hosiery and Gloves for Women and Children.

Also "King Quality" Men's Half Hose for Spring 1912.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

The Boys' Favorite! The Mothers' Choice!

Most boys' stockings are bought by the mothers. They buy the brand they know will wear longest and please the boy.

Dominion Brand Hosiery

meets the requirements of the romping boy.

There is a big sale for this brand in your town. If you do not handle it, send for samples.



A. BURRITT & COMPANY

DOMINION MILLS

MITCHELL -:- -:- ONTARIO



Hosiery Trade-Mark Years' Steady, Unin and Pop

Back in the Spring of 1902 the first dozen of Three Eighties Brand of hosiery was made and sold in Canada.

Ten years ago we realized if we could produce a really satisfactory, good-wearing ladies' stocking that could be retailed at 15c. or less, there would be practically no limit to the demand.

THE CHIPMAN-HOLTON

The Largest Hosiery

MILLS AT HAMILTON

E. H. WALSH & CO., Sole Selling Agents.

Branch Office: Hammond Block, Winnipeg; Coristine Building, Montreal.



That Stands For Ten terrupted Growth ularity

How right our judgment was in this is evidenced by the sales of this brand for the past season's business, which have greatly exceeded our expectations and were far in advance of any other one style of hosiery made or sold in Canada.

When ordering insist on Three Eighties Brand and avoid substitutes. Your jobber has the genuine.

KNITTING COMPANY, Ltd.

Mfrs. in Canada

AND WELLAND, ONT.

Head Office: Manchester Building, Toronto.

Resident Agents: Vancouver, B.C. St. John, N.B.

in the proportion, 34-2, 36-4, 38-4, 40-2 on different standard grades at 25c, 35c, 50c, 75c, $1.00 and $1.50. Drawers should match sizes, 3, 4 and 5 in the ratio of 1 dozen open to 3 dozen closed; for instance, size 3, 1 doz. closed, ¼ doz. open; size 4, 1 dozen closed ½ doz. open; size 5, 1 doz. closed, ¼ dozen open. Finer qualities from 75c to $3.50 each in silk and wool and Australian wools include import and domestic grades. Natural wool shirts and drawers, sizes 2, 3, 4 and 5 are represented. For greater quantities of combinations at $1.00, $1.25, $1.50, $2 and up, 3 in white to 1 natural is a safe selling ratio. O.S. sizes match at fitting values and prices, and black tights or knee length pullovers, sizes 3, 4 and 5, 1 elastic to 2 sateen bands, complete the range.

Three grades of children's vests and drawers, 2 natural, 1 white; two or three lines of combinations, natural and white including closed crotch, black pullovers in two qualities and several patented soft all-wool unshrinkable vests and rubens for infants, in white or cream are required in the children's section.

Knitted skirts and pullovers sell best in connection with underwear. For leaders, sample lots of underwear, odd lines carried over, special odd price values and quantities or purchases in ladies' and children's seconds are good advertising property.

SWEATERS AND KNITTED NOVELTIES.

For Fall, a representative range of sweater coats and knitted novelties is required. This year's showings include an assortment of coats ranging from $1 to $17.50 to retail with knitted blazers and mackinaws as the features. A correct assortment of new color combinations and fancy weaves means a greater stock quantity than formerly to include staple numbers and novelties in shawl or roll collar, patented collars, caput, middy and Norfolk styles with later numbers to tone up stock. From $2 to $6 will be the selling prices.

DECISION ON NOVELTIES.

Department heads should ascertain now what lines they intend dropping in case "blazers" are forwarded this year for sorting and Christmas business. No doubt some of the novelty lines must suffer in the predicted run for a year of this later novelty.

Boys' and girls' Buster coats in the regular range of colors and added lines in youth's and misses' sizes range from 75c up to $2.50 garment. Usual qualities and quantities of hockey toques, knitted caps and aviation caps will sell to an extent, but in cheaper numbers. Both machine-made and hand-knit caps are shown in fair assortments with new hand-knit designs at $4.00 and $4.50 dozen likely to hurt machine-made lines. Motor scarfs, mufflers and senoritas are so improved in values at to be an enthusing point in Fall merchandising. Senoritas in lace insertion design, good length and width and usual color combinations are now quoted at $6.50 dozen.

Shawls, as usual, in honey comb stitch, from $4.50 to $30 dozen, with a few heavy reversibles and traveling rugs are always carried. Knitted novelties, muffs and tie sets, skating suits, opera cloaks, motor wraps and hoods. Afghans and the regular clouds, gauntlets, mitts, infantees, bootees, leggings, baby hoods, veils, coats and rugs make this section of especial interest to customers.

Arguments therefore in favor of specializing knitted goods under a department heading in advertising are timely.

BROADER ADVERTISING.

First announcements will combine introduction, descriptive and value items in a distinctive sheet; followed later by sales sheets or combined merchandising efforts not later than November 15th. These sections are as much entitled to a greater advertising appropriation this year as those departments featured under the schedule. Properly developed, this season's announcements can easily stand a page or several pages as a space allotment to give departments a boost and still warrant panel and item reference from day to day. Advertisers have all and any of the following attractions to demonstrate:

Climatic conditions in Canada; Superiority of Canadian lines shown; brands; process of manufacture; merit of guarantees; washing properties; source of allied displays; assortments and immense quantities; timeliness of showings and announcements; readiness and opportunity; new, fresh, first quality stocks; buying and merchandising ability; correct goods at right prices; combined features of the garments; length of season required; health and warmth-giving properties; co-operation of window displays; former success in pleasing customers and their satisfaction; saving advantage of buying quantities; style importance; factory clearances and special purchases; values and prices and comparative prices of leaders; ambition and resolve to eclipse former events; advantages of home selection.

LET CUSTOMERS KNOW.

Combined with these attractions is an already created demand in many instances. All merchants have to do to supply their territories is to let customers know in an intelligent way that they can secure the goods. For illustration, special cuts are easily procured and the Fall campaign will warrant the most creditable knit goods advertising.

Size up the department and the merchandising with the opportunities. Under such ideal conditions, knitted goods buyers and departments should show results. As a department, these combined sections stand to make some money.



House Furnishings

To a greater extent than ever before the section of the store having to do with interior decoration must cater to an individuality in taste. People are insisting on something different.

Further information about the new Spring wallpapers — Beautiful effects in cheaper as well as more expensive treatments — Importance of originality and suggestive salesmanship in the department shown by broadening out in drapery sections — Lines shown for Spring placing.

A SECTION of the housefurnishings' department which has grown very steadily during the past few years is that devoted to specially-designed window drapes and curtains. Not only are manufacturers specializing in this line, but retail departments also give attention to it by doing much of their own designing. The increasing favor for simplicity in window treatment has been the chief cause of this development. When a manufacturer shows anywhere from 75 to 100 different designs in these hangings—appliqued curtains embracing all the favored laces and fabrics—and when heads of larger retail departments report the necessity for largely increased staffs for this kind of work, it indicates great opportunities, not only for the buyer, but also for the skilfull designer who aims at a reputation for something different. While there are many departments with a head and staff capable of suggesting desirable treatments for windows, there are many others which have not yet realized the extent of the work open to them in this department alone.

An inspection of some of the ranges prepared for advance Spring business in the West, shows great novelty of treatment. There are the plain muslins with dainty shirred-on borders from three to six inches wide, plain nets with insertion of about three inches wide of pretty chintz patterns; Battenberg and Cluny combinations and a host of others calculated to meet that demand for originality or to give the dealer every facility to cater to that individuality in home treatment which is characteristic of the present demand.

This, of course, is to say nothing of the richer draperies or hangings now so much the vogue and likely to remain so for some time—the verger tapestries, the shadow cloths, and other fabrics which have already been discussed in this department.

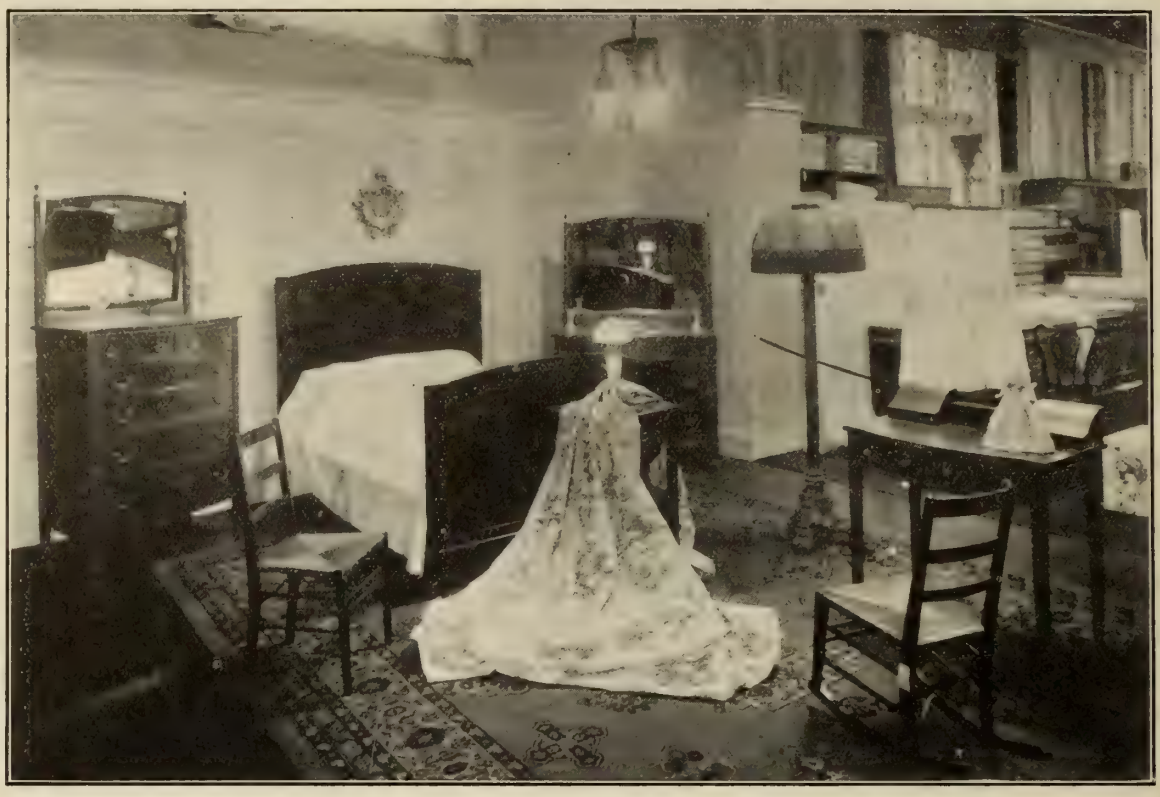
Undoubtedly the housefurnishing department is broadening out, and much of its business will depend upon the originality, the ability to demonstrate, and suggest on the part of those who have charge of it.

Taste for Artistic Goods

Work done by wall paper manufacturers in that direction has been very successful — The new Spring lines

WALL paper manufacturers are this year catering to the popular demand for a large line of goods a little above the ordinary styles, and while not neglecting the cheaper grades, have manufactured them in better values than ever, have given special attention to making goods that will be very decorative in character at moderate prices. New lines are especially strong on neat bedrooms with cut-out borders, which have become so fashionable that every dealer of any standing must stock them.

"There is also a great demand for decorative goods for halls, dining-rooms, libraries and dens in medium and darker grounds," states one manufacturer, "and we have accepted the popular verdict, and have made a large range of goods to suit that demand. Crown borders which came into vogue two years ago have more than held their own and are being used very extensively this season; we have prepared ourselves for the trade in this respect also. Silks are now, as always the proper thing for parlors and while other goods are frequently used for parlors, silks are par excellence, the parlor papers. The



Bedroom in Circassian walnut, with wall covering in dainty chambray paper. Display of this kind in the salesrooms of the Murray-Kay Co., Toronto, attract considerable attention and sell the goods.

country has taken very kindly to the cork velours and oatmeals, both plain and printed, and in this respect also we have spared no pains to meet the popular demand.

"To sum up the situation, the facts are that the constant endeavor of the wall paper manufacturers of Canada to cultivate a taste for artistic goods at moderate prices has resulted in an increased demand for nice goods, and we are reaping our full share of the missionary work done in the past."

Other lines shown for Spring are making a strong feature of embossed papers. These include a number of handsome combination designs, some rich in gilt, some with only a tracery, while others are in self colors with gilt outline. Linen and crash effects, faithfully reproduce the weave of the fabric. Denim effects, special borders and decorations and ceiling papers are done by one house in a new embossing process which gives permanency to the impression. For parlor or dining room there is an extensive range of independent embossed silk damasks in which the color treatment is very effective. Crown and base designs in beautiful colors, neat, self-toned papers and embossed crashes with appropriate cut-out borders or sometimes with trimmers and panelling decorations, also beautiful fabric embossed chintzes in Oriental patterns with 9-inch draped borders easily cut out are some of the treatments featured for the bedchamber or sitting room. Not only do oatmeals and ingrains in full color ranges occupy a prominent place, but plain silk fibres, curl fibres, and onyx veneer are shown with watching decorations or borders.

Special borders include Persian friezes in Oriental colorings and hydrangea friezes done in veiled material colorings. Tapestry papers in fruit and conventional designs with well assorted landscape friezes, Japanese designs on black grounds, metal tines in gold, silver, copper, bronze, and delicate greens are in the rich variety featured by one of the Canadian houses.

The Linoleum Market

Montreal, July 17.

Manufacturers state that business in linoleums for the coming Fall is very promising, especially in the west. The demand in the eastern provinces has been good and it is not anticipated that there will be any falling off.

Although the designs are changing all the time it is not expected that there will be any very radical changes. The popular floral and square or block patterns will no doubt be shown in new colorings, but samples, in most cases, will not be ready until

Oriental Rugs

TO THE TRADE

The increasing demand and public education for genuine Oriental Rugs makes it almost necessary now for every housefurnishing, carpet and dry goods store to carry a stock of them. The fine new residences being built in all parts of Canada require fine Oriental Rugs, and if the dealers do not carry them the customers are sure to go to other larger cities to get them.

I always have a very large and complete stock of all sorts of genuine Oriental Rugs from

SMYRNA—PERSIA—CAUCASSIA
EAST INDIA AND TURKEY

For immediate delivery and import orders are taken now for fall delivery.

My 16 years' experience in Canada, as well as my exceptional buying facilities in the Eastern markets, enables me to offer the finest productions of Oriental hand-looms at the lowest wholesale prices.

Mail orders always given my personal attention.

Levon Babayan

Importer and Manufacturer

77 Bay Street, Toronto

Constantinople, Smyrna, Tiflis, London

The Celebrated

SKELDON BLANKET

ALL PURE WOOL

Made in Ayrshire, Scotland, on "Ye Banks an' Braes o' Bonnie Doon," and Washed in its Pure and Classic Waters.

KNOWN and APPRECIATED, the WORLD over.

SCOTCH FOLK will be glad to get them.

A Supply of REAL HIGHLAND HEATHER sent by Makers with Goods. A Sprig may be given with Blankets to each Customer.

AGENTS

A. WRIGHT & CO., 7 Sylvester Willson Bldg., Winnipeg
JAS. GROIL, St. Nicholas Bldg., Montreal

MAKERS

MILLER & PORTEOUS, Limited
Skeldon Mills
HOLLYBUSH, AYRSHIRE, SCOTLAND

about the middle of August. The new patterns of Scotch inlaids will scarcely be shown before that time.

There seems to be a steadily increasing demand all over the country for oil cloths and linoleums, not only for residences, but also for offices and warerooms where cleanliness and neat appearance is desired along with a good wearing floor covering.

Joint Stock System of Financing

The following editorial appeared in the Montreal Gazette, July 8th,. It deals with the recent decision of the judicial committee of the Privy Council in the case of the Dominion Cotton Company and the Dominion Textile Company, and gives an interesting light upon the joint stock system of financing business enterprises:

"The decision of the Judicial Committee of the Privy Council in the case of the Dominion Cotton Company and the Dominion Textile Company emphasizes certain phases of the law relating to joint stock companies and their control which in a day when such companies are owners of perhaps a majority of large business enterprises, it is well the investing and business public should understand. The facts of the case were simple enough. After a somewhat unfortunate experience, so far as the earning of profits was concerned, the directors of the Dominion Cotton Company accepted a proposition for handing over the control of their property to the Dominion Textile Company, which had been created for the purpose of uniting a number of conflicting interests and securing unity in administration. The shareholders were advised to accept the proposition, and by a vote of 24,4[illegible] out of 30,336 shares, did so. There were some later changes in the relations of the two concerns, but they did not affect the principle at issue. A minority of the shareholders resisted and the suit in which judgment was recently given was entered. It was held in the tribunal of final appeal that to prevail against their fellow shareholders a dissenting minority must show that the action to which objection is taken is ultra vires, or beyond the powers given to the company by law, or that in using its powers the majority had deprived the minority of its rights. In the course of the opinion rendered a former decision was quoted to the effect that no mere informality or irregularity will entitle the minority to sue if the act complained of when done regularly would be within the powers of the company and the intention of the majority was clear. Of course, any action that would carry the company beyond the powers of the law which created it, or any action that would do a wrong to the minority for the benefit of the others would involve the right to claim and get redress. Neither being proved in the case in question to the satisfaction of the members of the Judicial Committee, the arrangement which the majority had sanctioned stands. Other English courts have carried the principle thus outlined to the extent of holding that a majority of shareholders may instruct the directors what to do with the common property, even if the directors take another view. This state of affairs is a necessity of the joint stock system of financing business enterprise, and it is well that the many shareholders in such enterprises should understand alike what their rights and responsibilities are."

A Quebec branch of the Canadian Credit Men's Association has been formed with provincial headquarters in Montreal. A provisional committee, consisting of fifteen business men has been appointed to select the necessary officers and arrange for a permanent office for the association. This committee at their first meeting, under the chairmanship of S. C. Mathews, of Mathews, Towers & Co., decided to appoint Robert Wilson, chartered accountant, with offices at 82 Bank of Ottawa Building, provisional secretary to act until a permanent office and secretary are found. A membership campaign has been inaugurated and it is expected that a strong organization will be the result.

Twenty-Six Valuable Prizes

First Annual Contest—August 21-22-23

Canadian Window Trimmers' Association

Awards to be made at the Toronto Convention

Handsomely Engraved Silver Loving Cup. Five Gold and Silver Medals. Air Brush. Special Manufacturers' Awards.

Terms of Contest

All members of the Canadian Window Trimmers' Association are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.

Photographs must be of this year's work, and must not have been submitted in any other contest or published elsewhere.

All photographs to be forwarded to the secretary at time goods are displayed to be filed for Grand Prize. Pictures will be returned to contestants after the Convention, if requested, except classes 10 and 12.

Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.

All windows, unit trims or show cards to be available for publication in Dry Goods Review.

Contest Closes August 1st, 1912.

Importance of Awards. - Points Considered

All Decorators and Cardwriters, aiming at proficiency or better results will submit photographs in different classes because each award stands for individual success and distinction. The honour to be gained is valuable. To receive a prize in any of these classes it is assured trimmers they must submit their best work and efforts to gain such distinction. Each award is a lasting testimonial, designates a premier position and is considered as such by competent judges and fellow trimmers.

Prizes will be beautifully designed and engraved with trimmer's name, date, class or proficiency it represents. Every trimmer has an equal chance in competing with trimmers working under similar conditions, windows, appropriations and merchandising schemes. Compete for Grand Prizes and Special Prizes and send along photographs.

In judging windows submitted, the judges appointed by the Prize and Reception Committee will be disinterested. Each display is to be considered as to its merits under the conditions implied in each class. Three trimmers of recognized authority will be appointed judges and will award prizes for attractiveness, originality, selling merit and general effect gained for merchandise shown, relative to the different competitions.

Classification of Prizes:

Annual Grand Prize—Silver Loving Cup, presented by Dry Goods Review

Class 1—Silver loving cup, suitably engraved, for the best collection of good or original window and unit trim photographs submitted by contestants during the year. Cup to become property of the winning decorator each year.

Original Windows

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

Holiday or Opening Windows

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

Merchandising Windows

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

Men's Wear Windows

Class 5—Open to men's wear trimmers of Canada.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

Cardwriters' Grand Prize—Air Brush, donated by Paasche Air Brush Co., Chicago

Class 6—Fountain Air Brush, Model F., for best collection of show cards and practical tickets submitted by contestant showing work used in actual merchandising.

Floral Decorations

Class 7—Open to all trimmers.

1st Prize—$10.00 in cash.
2nd Prize—$5.00 in cash.

Awarded by **Botanical Decorating Co., Chicago.** For best window or interior decoration trimmed with artificial flowers.

Original Drape or New Form

Class 8—Open to all trimmers.

Prize—Gold-headed cane.

Awarded by **Dale & Pearsall, Toronto.** For best original drape on any of their fixtures or forms, or for new model stand and drape suitable for commercial purposes.

Unit Trims

Class 9—Open to all trimmers.

1st Prize—$10.00.
2nd Prize—$5.00.

Awarded by **Clatworthy & Son, Ltd., Toronto.** For best unit trims or displays on metal fixtures (dry goods or men's furnishings) and combined arrangement of same.

Best Dressed Show-cases

Class 10—Open to all trimmers.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

Awarded by **Jones Bros. Co., Ltd., Toronto.** For best dressed showcase, any line of merchandise in cases manufactured by this firm.

Background Suggestions

Class 11—Open to all trimmers.

1st Prize—Brass candlesticks.

Awarded by **Toronto Brass Mfg. Co., Toronto.** For best practical background suggestion or period setting.

Best Show Case Display

Class 12—Open to all trimmers.

1st Prize—$10.00.
2nd Prize—$5.00.

Awarded by **Joseph R. Wilson, Toronto.** For best counter or case displays fitted with (Essex) S. X. display racks. Any suitable line of merchandise.

Best arranged Men's Wear Store or Clothing Department.

Class 13—Open to all trimmers.

1st Prize—$10.00
2nd Prize—$5.00

Awarded by **Taylor Manufacturing Co., Hamilton,** for best Men's Clothing Section or Exclusive Men's Wear Store equipped with Taylor-Made Rack System.

Best arranged Ready-to-Wear Showroom.

Class 14—Open to all trimmers.

1st Prize—$10.00
2nd Prize—$5.00

Awarded by **Taylor Manufacturing Co., Hamilton,** for best Women's Ready-to-Wear Department equipped with Taylor-Made Rack System.

Scenic Background Prizes, awarded by Calkins Studio, Chicago

Class 15—Open to all trimmers.

1st Prize—$25.00.
2nd Prize—$15.00.

For the most effective window trim or store interior decorations submitted, using scenic effects, no stipulation being made as to whom scenic effects are made by.

Canadian Window Trimmers' Association

143 University Ave. - - - Toronto

ADDRESS ALL COMMUNICATIONS TO THE SECRETARY

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

ARTISTIC ADVERTISING CARDS.

Colin McArthur & Co., wallpaper manufacturers, Montreal, have issued a series of artistically executed advertising cards, illustrating some of their own manufactured goods for the coming season. They are lithographs done in ten colors and are as perfect a representation of the colorings used in the various designs as could possibly be produced. For purposes of suggestion in a window display or in selling direct to the customer, wallpaper dealers can undoubtedly put these cards to great practical use. They include a combination for a dining room or library which is simple and effective in the color scheme, artistic in its character and is made in goods that are not expensive. Colin McArthur & Co. are thus striving to educate the taste of the people to decorate their homes in an artistic manner at the minimum of expense. The same remarks will apply to the bedroom pattern, which with a narrow border treatment surrounding the walls and with an applique basket decoration, produces a very fine effect which is not only pleasing to the eye, but is also restful in its character.

The cards are being sent to customers for the coming season and are only a few samples of the many decorative papers which Colin McArthur & Co. are bringing out this year in addition to their large line of papers which they produce for the ordinary wants of the trade in general, to which they have given very particular care to prepare a line for the coming season which is not only superior to any of their previous offerings, but which represents the highest standards of excellence.

* * *

CHANGES IN SANDERSON'S, LIMITED.

Though there have been no changes in the personel of Sanderson's Ltd., Toronto, changes have been made in the executive of this firm. R. R. Sanderson, who for some time has been managing director, has resigned that position and is now representing the firm on the road. His successor as managing director is M. A. Hallady. This change also marks a change in the business policy. Under Mr. Hallady's direction it is the intention to give more prominence to the manufacturing end of the business. More attention than heretofore will be given to the neckwear manufacturing department and in addition, the making of waists will form a new feature. Arrangements are being made where by a closer touch can be kept with foreign fashion centres and a line of waists and neckwear second to none will be put out for Fall selling.

* * *

SPECIALIZE IN FEATHERS AND FLOWERS.

Strachan and Burden, Toronto, are specializing on certain millinery lines. This firm believes that the Canadian market is now sufficiently extensive for this method of doing business to be both profitable to themselves and also to their customers. Therefore they are specializing solely in feathers and flowers. By so doing they are carrying a more extensive range of novelties than any one department can hope to do. Also they are enabled to offer their customers the benefits in the shape of extra profits that always attend specialized buying.

Another advantage is that no stock is carried over, therefore, this firm always begins the season with all goods new and fresh.

For the present season Strachan and Burden are showing a big range of handsome ostrich novelties, in bandeaux, mounts, etc.

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MEN'S WEAR SECTION

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Advantages of Semi-Annual Sale

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C. W. T. A. Convention Notes

Baseball Windows Appealed to Fans

Strong Aid in Summer Merchandising

Good Advertising

Neckwear Men Discuss Price Situation

The Soft-Dress Age in London

"Review's" Information Bureau

Men, Methods and Clothes

Would the Boss Give a Rebate?

Fall is Coming

Likewise a brand new idea in Sword Neckwear. Hold at least part of your Fall orders until you have seen the natty, new creation which we believe will cause a stir in the Canadian Neckwear trade.

IT IS NEW
AND WILL BE A SELLER
NOT A FAD

While conforming with the latest neckwear vogue, this cravat is so entirely different as to warrant you waiting. That's all we can tell.

Sword Neckwear Co.
LIMITED

Toronto **Ontario**

Would The Boss Give A Rebate?

A MAN purchased a suit for $18 at a store where he had been a regular customer for some time. A few days later, on entering the same store, he was somewhat surprised to find that suits similar to that which he had bought, were then on sale for $15. His friend bought one, and remarked to him in the presence of the merchant, "You see, it would have paid you to wait for this clearance sale. I am $3 ahead of you on this deal."

The first customer turned to the merchant and protested. "Considering that I am a good customer," he said, "and have brought business to your store, I think you should give me a rebate on my suit."

What did the merchant say?

For replies, dealing in a helpful, practical way with the subject, The Review will pay from $1.00 to $5.00 each.

All articles must be received not later than August 12th. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

At Ascot recently the King's hat was a grey topper, the first time he has been seen wearing it. On other days he wore a black silk hat.

* * *

"We have the blues for you," is the wording of a card which appeared recently in a serge window of a Yonge Street men's wear dealer, Toronto. This is hardly as gruesome as the heading which a hatter used in a recent advertisement: "All we want is your skull and two bones."

* * *

A men's furnishings store in Chicago is located on the third floor of one of the large office buildings. The proprietor states that the public has been responding in large numbers, appreciating the fact that an upstairs store with less expense can give more value at lower prices.

* * *

One of the latest novelties in umbrellas is a combination lock calculated to baffle the umbrella thief. On the collar fixed near the handle, are three metal rings which can be revolved. On the divisions of the rings, figures and letters are marked and the only person who knows the code number can open the combination.

* * *

A men's wear dealer, wishing to start something unusual, announced that on a certain day he would circularize the town with fliers announcing a special sale in every line of goods carried, but that on ten of these fliers some one single article, regularly priced from $2 to $5, would be priced at 25 cents. These ten articles were all different, and the holders of the lucky fliers, by presenting the same at his store before a specified date, might purchase the articles thus specially priced for the sum stated—a quarter. The announcement caused a diligent reading of every flier issued, and the result was a brisk sale.

* * *

Straws and every other kind of Summer headwear have come to their own during the past few weeks, and not wishing to take any further chances with the weather, retailers have cut prices instead of holding on till August. Thus the season this year has had a short shrift, but a brisk one while it lasted. Should the warm spell continue, however, there is no doubt that considerable profit will still be made through careful merchandising. Samples already shown for next season reveal very few notable style changes. Panamas in the smaller shapes will again be an important feature. Sennits are also prominent.

* * *

In Paris, pajamas and luxury are words which have a more synonymous relationship than in this country. A Paris expert in fashions for men states that the advent of the pajama has created a profound revolution. Thanks to this new night attire, covered beds have disappeared, and that ridiculous garment, the nightshirt, and its grotesque companion, the nightcap, are gone forever. Extreme care, he continues, must be taken in the manner in which pajamas are used. At night, after the ablutions, it is correct to don a silk or zephyr pajama suit, with stiff collar and pleated trousers, not too wide. On waking, these garments should be exchanged for warmer pajamas made of flannel, with a turned-down collar. In these one should take breakfast, and a man of fashion should never appear before his servant or an early morning visitor in the wrinkled garments in which he has slept.

George B. Cluett, founder of the great shirt and collar business of Cluett, Peabody & Co., died June 28, aged seventy-four. He was born at Wolverhampton, Eng., in 1838, and when 12 years old, went to Troy, N.Y. He entered the collar business with the firm of Maulin & Bigelow, rising to the position of superintendent and in 1868, was admitted to partnership. Mr. Cluett had learned the collar business from beginning to end, and was actively engaged in it until he saw his concern become the largest of its kind in the world. Mr. Cluett was noted for his many benefactions.

* * *

Discussing the article that appeared in last Men's Wear Review under the heading: "High Time for Increased Neckwear Profits," a manufacturer of neckwear states:—"The writer read with considerable interest the article in your last issue in regard to neckwear business and whoever was the manufacturer, he certainly knew what he was talking about. It certainly is quite right that the necktie business is about the poorest of all the men's wear lines as far as profit is concerned. It is a very precarious business, in fact, too much speculation and risk. When we place orders for silks, we think they are good at the time and think they should sell, but when they arrive three or four months later, nobody want them and they almost have to be given away. It would be very nice and of great assistance to us if someone like yourself would arrange to get all the manufacturers together in regard to labels. A retail merchant should pay for them as they are an advertisement for him and manufacturers have been supplying him free of charge.

* * *

A retailer in one of the smaller cities, says *System,* found himself with too large a stock of unsold suits on hand at the end of the season. To correct this fault in his buying, he devised a plan to select his patterns and colors according to his customers' judgment rather than his own. Before placing his orders, he mailed samples of the coming season's most attractive styles and weaves in the prevailing shades of browns, tans or grays, with the range of prices marked on each. A letter, with a return postcard, accompanied the samples and the customer was offered a discount of 5 per cent. when he bought his suit if he would fill in the number of the sample he preferred.

The returns he received enabled this clothier to determine his customers' preference with much greater accuracy than in previous seasons. One result was that his "left overs" were reduced by 50 per cent.; another was that the 5 per cent. discount attracted many new customers and turned scores of intermittent buyers into "regulars." The greatest advantage of all, however, came from the increased efficiency of his stocks. Knowing the approximate measurement of nearly every man in town, he was able to select an assortment of sizes which more closely corresponded to the requirements of the trade.

* * *

A. N. McKerrow, brother of Clarry McKerrow, the Montreal lacrosse player, has opened a mens wear store in Ottawa. It has a frontage of 24 feet, a depth of 60 feet, ceiling of white tiles, and the walls are done in a soft shade of green.

* * *

Brodericks, Limited, Toronto, have been advertising their cool weather apparel in theatre programs thus: "Join the Cool Weather Club. Due for the most exclusive membership in Toronto. Men Only. Every member must be a good fellow. Every member must possess good taste in dress. Or he must be willing to cultivate good taste. These qualify for initiation. Ceremonies in progress from 8 to 6 every day. The initation fee is $22.50 to $45. This pays up everything in full for two seasons. Dividends in happiness and satisfaction payable every time you wear a Broderick Cool Summer Suit. Just walk in with a pleasant smile and name the fabric and color which are to be your happy choice. Town and country suits for the man who sneaks away for the week-end, and for business wear full or half skeleton lined."

* * *

R. S. McKenzie, who sold his clothing business in Portage La Prairie to W. Rigby, Ottawa, recently, makes a "cleaning" announcement which is in strong contrast with the one and two-page spreads used by most merchants in such an event. He ran an eighteen-line reader, stating that the business had been sold, that it was necessary to reduce stock $4,000, that goods were marked down, and concluding thus: "It is not my intention to get out a large sale bill as is usual, but you will confer a favor upon me and save from 30 to 50 per cent. to yourself if you take advantage of this, the greatest clothing reduction ever held at McKenzies." To many merchants this form of advertising, inviting the public to confer a favor, will appear over-modest, and it would be interesting to know whether the public considered it in that light also.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

DRY GOODS REVIEW.—We shall require 750 or more medals inscribed with words "In commemoration of the centenary of Kamloops," and date. Can you get estimate on this and wire at once?

* * *

The Review has wired an estimate, and manufacturers are writing the enquirer, but the following information is given for the benefit of those who may have to arrange for similar celebrations:

The following people specialize in medals of this kind:—Jas. S. Walsh, 123 Bay St., Toronto; Jas. D. Bailey, Yonge St. Arcade, Toronto; The Whitehead & Hoag Co., Toronto.

Medals in bronze, with lettering and city arms in relief, suspended from ribbon, 22c each; in metal, gilt, gold-plated, 30c each; cheaper line, 15 cents each.

Bar with "Kamloops," colored ribbon, wording on front, in oxidized, silver, copper or ormolu, 17½ cents each per M., 20¼c each for 750. Die for coat of arms costs $25 extra. Special design, leather watch fob, 15 cents per M.

Stamped commemorative medals, designs and lettering in relief, in bronze, oxidized, silver or copper finish from 15 cents up.

* * *

Editor Men's Wear Review:—In a recent number of Men's Wear Review, I noticed an article on page 110 regarding mistakes in figuring profits. The method of figuring profits on the cash price is to figure on the selling price. But the question which has always struck me in reading this and similar articles is, how is the selling price on which the profit is figured, arrived at? The cost of an article surely is the basis to start from and until the actual cost is ascertained no accurate statement of the selling price can be made.

This article mentions nothing regarding the landed cost of the goods but this item must be considered as it costs so much per cent. of the cost of each article to land same at its destination. When the landed cost is found the selling price would have to be a figure which would allow for a certain gross profit. Out of this gross profit comes the store expenses which usually amounts to something over 20 per cent.

My method of figuring is as follows:—An article costs $2.25. This article costs, say 5 per cent. for freight and cartage, making a landed cost of $2.36. I need to sell this article at a gross profit of 40 per cent. or $3.30 to make a net profit of 20 per cent. if my cost of doing business is 20 per cent.

Isn't that correct?

———

You state that your method of finding the selling price is to add to the original cost, say $2.25, what you think is sufficient to meet expenses of doing business and net profit. This is not the correct method. Certainly you should figure freight and cartage in the original cost. You say this item represents 5 per cent. of cost. Then you are right in adding that to $2.25, making $2.36. That is the first cost of your goods before you touch them.

Then you say it costs you 20 per cent. of that amount for expenses of doing business. You must get that amount out of your goods—that is the standing charge against them before you consider the percentage of net profit. In fact, you can say that to place those goods in the hands of the customer, they cost you $2.84.

Now then, in order to arrive at your selling price, we will work out the same figures on a straight percentage basis. We will represent the selling price as 100 per cent. You wish to make a profit of 20 per cent. Therefore, 80 per cent, represents the gross cost, including wholesale cost, freight, cartage and cost of doing business. The simple arithmetical deduction, therefore is as follows:

Where the cost price is 80 the selling price is 100.

Where the cost price is 1 the selling price is 100 divided by 80;

Where the cost price is $2.84 the selling price is 100 divided by 80 and multiplied by $2.84. The result is $3.55.

In other words, multiply the gross cost by 100 and divide by 80. The gross cost of your goods is $2.84. Your selling price is $3.55, your net profit is,

LEATHER LABEL OVER-HAULS

It's the same old story, if a firm offers, and advertises anything that sounds **too good,** the ad. falls flat, because the reader is inclined to think that it is some gold brick or get-rich-quick scheme.

HERE IS THE OFFER THAT WAS SO GOOD THAT YOU THOUGHT IT A FAKE

THAT was the trouble with our recent advertisement in this magazine.

We offered to send, all charges paid, a sample order to any merchant who would send us his name and address, saying he could keep them for two months with our agreement that we would take back every garment if after a trial he should decide not to keep them, or if they should not prove sellers.

Don't fool yourself like this man did :

PERHAPS you have heard this old story, about a man who thought he knew human nature, and made a bet with another man that the public in general could not be fooled, if you offered them the genuine.

To prove his theory, he stood at the busiest hour of the day at the foot of London Bridge, with a dish of genuine gold coins in his hand. Alluringly rattling the coins in the dish he asked the passers-by to help themselves, but they all laughed. Some ignored him, others grinned wisely, or frowned and passed by, because they thought, of course, that it was a fake of some kind.

THIS man lost his bet ; but the Leather Label Over-Haul Co. are not going to lose their bet, because we are going to convince the merchants of Canada that **OUR OFFER IS GENUINE** in every way, and all you have to do, Mr. Merchant, is to **TEAR OUT THIS PAGE, MAIL IT TO US,** with your name and address, and we will send you a trial shipment, **ALL CHARGES PAID,** which we will agree to take back unless the goods make good, and you decide it is good business to keep them, and sell them to your customers.



"Thoroughly Over-Hauled"



Put Your Firm's Name and Address Here

I will examine and look over your samples, but I am not obligating myself to keep them unless I see fit to do so.

NAME .....

TOWN .....

PROVINCE .....

The Leather Label Over-haul Co., Limited

Manufacturers of High Grade American Over-hauls

Walkerville, Ontario

therefore, 71 cents, which is one-fifth or exactly 20 per cent. of your selling price. That is your correct net profit.

Here is where you are wrong. You are figuring your net profit on the first cost of your goods or $2.36, whereas to be correct you must take into consideration the gross cost, which includes all expenses. Your gross cost here is $2.84. Deduct $2.84 from $3.30 and you will see your net profit is, therefore, only 46 cents. This is 46-330ths or hardly 14 per cent. net profit.

The rule to follow in figuring percentage of profit is this. Take 100 per cent. as your selling price, deduct from that the percentage of profit which you wish to make. If it is 25 per cent. your gross cost will be 75. Your profit is, therefore, 33 1-3 per cent. of gross cost or 25 per cent. of selling price. You wish to make 40 per cent. net your gross cost is then 60 cents. You must mark your goods at 66 2-3 on gross cost or 40 per cent. of selling price.

We will suppose that you buy goods at $680. You want to make a net profit of 40 per cent. You know your cost of doing business is 20 cents on the dollar or $136. Your gross cost is, therefore, $816. Multiply this by 66 2-3. This will give you $544, your net profit, which added to $816 gives you a selling price of $1,360. Your net profit is, therefore, exactly 40 per cent. of the selling price.

Of course, no merchant adheres to the same prices or profit percentages on every article from one end of a season to the other. There is a law of averages which must be recognized in modern merchandising. Here is an example from every day business. You buy four dozen underwear at $2.25, totalling $9. Your cost of doing business is 22 per cent., which is, by the way, a figure pretty generally recognized. The gross cost is, therefore, $9, plus $1.98, or $10.98 or 2.75 a dozen. You sell two dozen at $3.00 each or $6, 1 dozen at 29 cents or $3.48, and the fourth dozen at 35 cents or $4.20. Your total selling price is $13.68. Your net profit is the difference between $13.68 and $10.98 or $2.70 or practically 20 per cent. The average selling price per dozen is $3.42 or 28½ cents each. It is seen, therefore, that with the gross cost of 23 cents, the merchant makes very little on some garments, but that larger profit on others gives him the desired average.

In figuring his profits on the cost the merchant must take into consideration the expenses of doing business. Some merchants have so carefully figured this out that they know, when they add a certain percentage to the original cost, it will cover everything and give them a reasonable net profit. It is dangerous to take things for granted, however. A merchant may think he is making a fair profit when in reality he is not. He, however, proportions his expenditure according to this deceptive assurance.

* * *

Editor, The Dry Goods Review:—We have seen in The Review a lot about the coming convention of the Canadian Window Trimmers' Association, and have been wondering if this was to be entirely a gentlemen's convention, or if ladies would be allowed to attend, and on what terms are they allowed, that is, must they be members of this association previously. I am, a sister and partner of the head of this firm, and the window trimmer for this, the largest store in the town and have been watching closely for every helpful idea to be gathered from the windows in the towns and cities through which I have passed, and I believe there are many more women in the same position in Canada. An answer through the column of The Review will be greatly appreciated by—An Enquirer.

* * *

Lady decorators will be heartily welcome at the convention. It is not necessary that they already be members of the association.

Willard Hembroff, W. A. Coppin and C. A. Smith have purchased the men's wear business of R. L. Slater, Moosejaw. Among the alterations that are being made to the store are the addition of sixty-one feet, and installation of new fixtures.

The recent destruction by fire of the J. F. Cairns' store at Saskatoon recalls one of those interesting stories of success in response to a spirit of enterprise which filled the opportunity. Mr. Cairns was formerly a high school teacher at Chatham, then he became editor of the Canadian Wheelman, chairman of the membership committee of the Wheelman's Association, later he managed an opera house in London, and finally he and his wife opened a small store in Saskatoon. It was very small, merely a shack, but in ten years that store has grown to large departmental dimensions, the business is on a cash basis, and the Cairns' page advertisements in the Saskatoon are bright, optimistic and always contain a definite, well-expressed message. Now misfortune has overtaken it, but another departmental store is being erected and it will not be many weeks before Cairns and his enterprise are restored to their own.



M33B

"MONARCH -KNIT"

Sweater Coats For Men

There are no limitations in the "Monarch Knit" Sweater Coat stock for men. Our line is most comprehensive, and gives such variety for your selection that you will be enabled to select stock that you know will suit your class of trade.

The lower left illustration represents the



M27

The Shaker Knit Coat
Knit in One Piece

The Shaker Knit

the new one-piece-knit sweater coat, which will be a feature this Fall.

It is full fashioned, finished with selvedge edges and knit-in pockets.

Let us send you a sample assortment of this coat.

Drop us a card and be sure to have your name on our mailing list, and thus assure receiving one of our handsome 1912 catalogues.

The Shaker Knit Coat
Full Fashioned

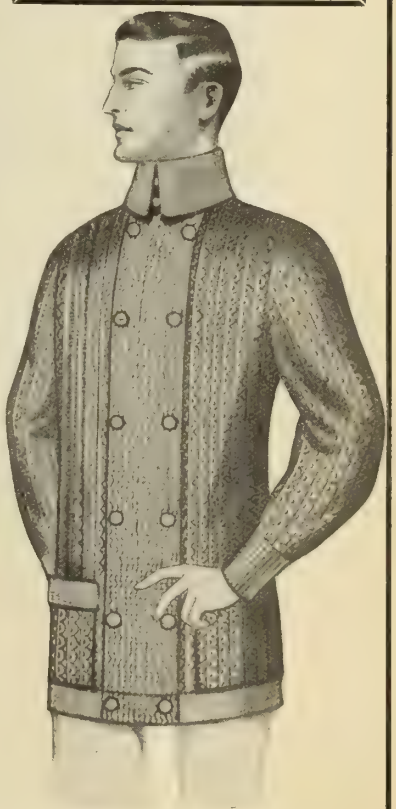


M53

The Monarch Knitting Co.
LIMITED

Head Office:
Dunnville, Ont.

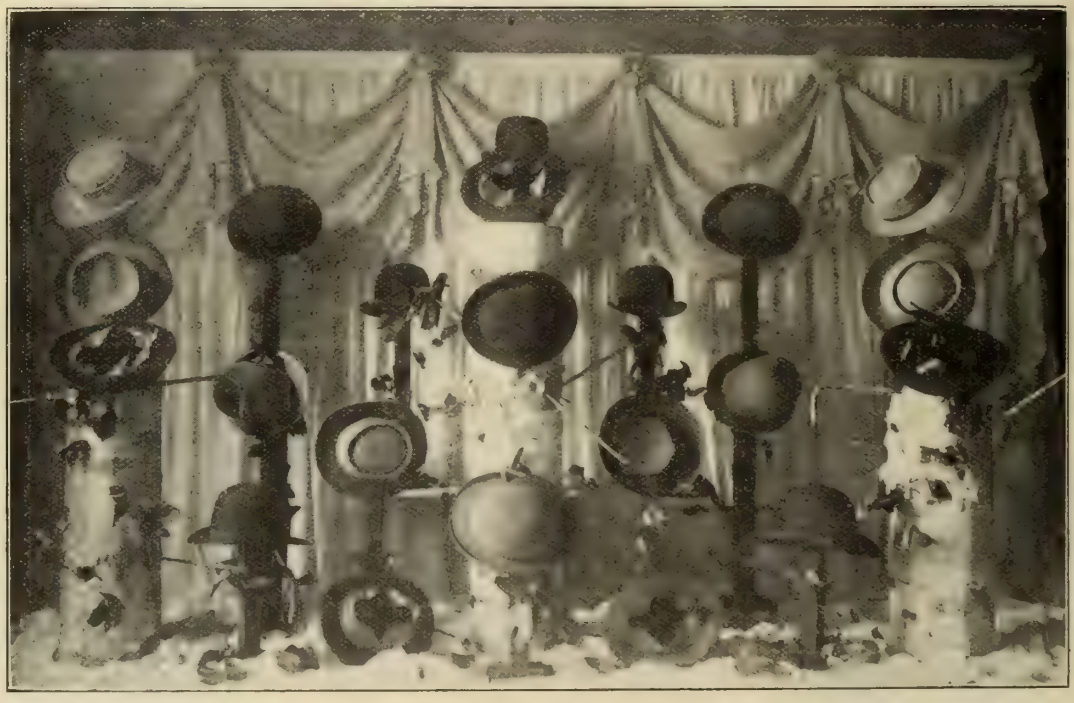
Factories at:
Dunnville, Ont.
St. Catharines, Ont.
St. Thomas, Ont.
Buffalo, N.Y.



M54



Fixtures used are pedestals, shirt cases, coat stands, cane holders, small wooden box 10 x 10 inch, 2 upright pieces of wood 18 and 24 inches high, which are nailed to each corner of box, with a 24 inch vertical strip nailed to upright, forming small hurdle, and covered with strips of birch bark. Pedestals are covered with birch bark. Cylinders on each end of window on mailing tubes, covered with bark and placed over coat stands. The "Fall" is cut out of maroon cardboard and pinned to back.



Fixtures used here are special wooden hat stands, also glass shelf, pedestal and haberdasher stands. Background is silkoline in two colors (green and white), but any other seasonable colors may be used. Cylinders are made of cardboard covered with birch bark. Size of cylinders, centre about 4½ feet, two end cylinders about 3 feet, cylinders on sides contain metal haberdasher stands to support wooden fixture, which is placed on top of each; canes are punched through bark and covered with autumn leaves. A small pedestal and glass shelf is placed in rear of centre pedestal. Arrange hats as shown. Especially suitable for early fall showing.

Photographed in New York for Men's Wear Review.

The Newest

TRADE MARK AIRYWEAR

The Coolest

THE HARVEY MESH

The "Airywear" for Men and why it is "AIRYWEAR"

"Airywear" is the coolest underwear on the market to-day, it is different and this is the reason.
There are 500 perfect round pores to every square inch of "Airywear" mesh.
An "Airywear" union suit has over a million open air pores which act as ventilators.
We make both men's and women's goods. Wait and see our famous porous Bird's-eye Ilet Knit Fabric and elastic knit
Sold direct to retail trade by our agents.

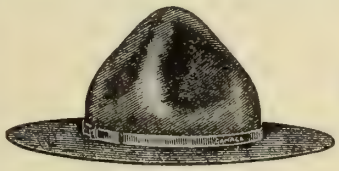
HARVEY KNITTING CO., LIMITED

WOODSTOCK, ONT.

AGENTS:

Maritime—F. S. White, St. Stephen, N. B. **Quebec**—P. de Gruchy & Son, 207 St. James St., Montreal. **Ontario**—J. E. McClung, 33 Melinda St., Toronto, Ont. **Manitoba & N. W.**—S. Groff & Sons, 290 McDermott Avenue, Winnipeg. **British Columbia**—Allen & Lang, 601 Welton Building, Vancouver.









The Boy Scout Trade
A Good One to Get

After all the "Boy Scout" trade represents more than just the boys' trade for scout outfits, etc., it will bring you the entire trade of the better families in your town.

ARE YOU PREPARED

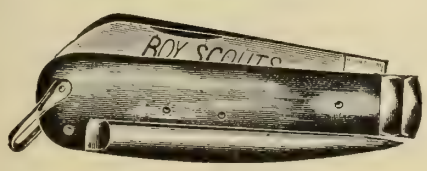
for the Scout trade? There will be a big demand during the holidays—so order early.

We Specialize on Militia and Cadet Uniforms

and all duck and service clothing for

Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders, Porters, Etc.

Full Dress Vests Abattoir Coats Fancy Vests Surgeons' Gowns
Duck Band Uniforms Duck Pants Hospital Linen Supplies
Ladies' and Men's Auto Coats and Dusters Club and Hotel Linen Supplies
Carpenter, Butcher and Waiter Aprons



Write Dept. No. 1 for illustrated catalogue, mentioning what you are particularly interested in

The Miller Manufacturing Co., Limited

251-253 Mutual Street : : TORONTO

Baseball Windows Struck Popular Note

How the Anderson Co. used two teams of baseball dolls to direct attention — Window arranged in form of diamond and players represented some of the leading features in Canadian League games — Excellent hot weather stunt

TO see and apply an idea that immediately arouses the popular interst of all or part of the community is what the wideawake adman or window trimmer is constantly looking for. At this time of year displays that appeal to the athlete, to people who are preparing for vacations, or who indulge in any of the various forms of recreation, generally introduce to advantage realistic settings by using articles identified with different pastimes.

Thus, a store carrying a fairly large sporting goods department placed a canoe in the window posed in it two figures correctly attired for camping, and distributed throughout the window were sweater and blazer coats and other articles of apparel, as well as camp utensils.

Such a display is always strikingly suggestive and makes many sales, provided it is put on at the right time.

An instance which illustrates that happy conception, which at once strikes a popular note and directs exceptional interest to the store is supplied by the Anderson Co., St. Thomas. The feature took the form of a display of dolls, dressed as ball players, who were daily arranged on a miniature diamond to illustrate some outstanding event in the Canadian league.

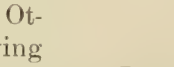
"We received an early shipment of dolls for Christmas," states Mr. Andrews, the window trimmer, "and among the lot were two dozen dressed as ball players—one dozen each in different uniforms. Mr. Anderson thought that while the baseball season was on it would be a good time to sell them while the ball season was on and suggested that I display them in one of the windows. I worked out a diamond on the floor of the window and arranged the players in their respective positions. A small ticket with the players name being placed on each doll, representing players of both teams. This display was left in the window for five days, being changed each day to represent the game played that day, and featuring a prominent player in some spectacular play each game. For example, the first game showed Blake who had badly spiked two St. Thomas players in one day while playing at Ottawa, being tagged out at second base while trying to steal. Blake is now with London, who were playing here the day the display was put in and I knew it would please every home baseball fan to see Blake "get his" as he has been running the bases pretty freely since his work at Ottawa. It certainly made a hit. Another window showed Hoff, St. Thomas, left fielder, and recognized as the best in the Canadian League, making a sensational one-handed catch of a long fly with two men on bases. Still another shows Powers, of St. Thomas, who has made more home runs than any other player in the league, hitting a home run with the bases full. Every detail of the game was complete as far as it was possible to make it. Gloves, masks, bats, balls, and shin pads for the catcher. Every player was placed in just the position which would be occupied by him when each play which was featured was being made. The scores of every game played in the Canadian league were shown on a regulation score board placed in the window. A pennant was printed and run up on a flag pole showing St. Thomas as champions of 1912 and a card with "Great Expectations" printed on it placed at foot of flag pole."

As an advertisement the window was exceptionally effective. Every person, from the little tot to the great grandparent stopped to look at the display. Mr. Andrews states that while he does not believe in displays of this kind as a general rule, an occasional window along that line is a splendid thing, especially in the dull season.

While this idea was carried out in the window of a departmental store, it could be employed with quite as telling effect in a men's wear window in any town or city when baseball was a prominent sport by reason of league connections.

It would certainly arouse the interest of athletes generally, and particularly of all those more or less directly interested in the pennant aspirations of the local team.

In this case the newspapers could not fail to notice the interest created and one commented upon the Blake incident in a manner calculated to direct the attention of local fans to the display. The newspaper adds: "The display reflects great credit on Warren Andrews, who designed and arranged the window. It is easily one of the most talked of windows ever shown in the city."



In order to devote his entire time to clothing and men's furnishings only, C. H. Pierce, of Hespeler, is re-adjusting his business by eliminating the dry goods end.

Canadian Window Trimmers!

THESE men will have charge of the feature events on the programme of the C. W. T. A. first annual convention, to be held in the Assembly Hall, Prince George Hotel, August 21, 22, 23. This will assure you that the convention will be brimful of practical information. You cannot afford to be absent.

GEO. J. COWAN, window trimming expert, Dry Goods Reporter, Chicago.

JEROME A. KOERBER, head of the decorating department, Strawbridge & Clothier, Philadelphia.

WALLACE HESS, Chicago, acknowledged to be the premier department store card writer of the United States.

THOS. DALE, fixture specialist, Toronto.

H. HOLLINSWORTH, chief of the decorating department Robert Simpson Co.

The report of the National Association of Window Trimmers at Chicago will be presented by H. Robinson, R. McKay & Co., Hamilton.

Convention opens 9 a.m. Wednesday, August 21, with the president, H. C. Macdonald, Murray-Kay Co., in the chair.

Important draping demonstrations, fixture displays, illustrated lectures and discussions will make the convention an occasion of great practical benefit.

See convention notes in this number, and watch August 7th number for detailed announcement regarding prizes and special features.

NECKWEAR AND ACCESSORIES

Retailers' opportunity to develop business in better neckwear values — Manufacturers endorse interview that appeared in Men's Wear Review — Influence of knitted neckwear in favor of higher standards — Zibelines, velour effects, armieres for Fall — Good summer business

THE interview which appeared in last Men's Wear Review giving a manufacturer's views on the price situation has since been frequently commented upon by other producers of neckwear.

"While the trade is gradually working towards an appreciation of possibilities for better prices," states one, "dealers have still a great deal to do towards educating their customers. The tendency to adhere to old stereotyped prices is altogether too strong. Many merchants cannot get away from the habit of regarding a $1.50 line as 50 cent neckwear. They cannot break out from the net. It is just as the manufacturer states, if a man pays $5.50 to sell at 75 cents, or $6 to $7 to sell at $1.00, the profit thereon will help him to clean out his odd lines without serious loss, and at the same time improve his sales.

"The neckwear business has seen great development since the time when manufacturers were willing to take almost anything in the fabric line that the workers gave him. He has taken to the designing end himself and the best sellers to-day are designs which originated with the manufacturer himself and specially woven to his order. There are more brains in neckwear than ever before, yet the insistent call is for something new, something exceptionally good at a price, something that will sell like hot cakes at, say 50 cents.

Neckwear retailers have to get away from that old anchoring ground. The neckwear they are getting will compare favorably with anything on the American market, and in some respects is far superior. If we could go into the United States with a line of our 50 cent neckwear to sell at a dollar over there, I will venture to say we could sell enough in a week to keep Canadian factories humming for a month. Not that the retailer does not appreciate the goods we are giving him, but he does not do himself justice in his methods of selling them.

Then, there is the import bugaboo. There are buyers who hold that to get a good thing, one must cross the line for it. That's nonsense. I know of one case where a buyer imported a line of ties made of vegetable silk and sold them for $1.00 when he could have secured identical patterns in pure silk at home and made more profit by selling them at the same price. I'm afraid I shall be justified in saying that one problem in the neckwear trade is the buyer who does not know his business. People have been breaking into the men's wear trade who know nothing about values in the lines they select. They consider themselves safe so long as they adhere to prices of long standing. Thus they go along with little effort towards the development of a taste for better goods. I'm not putting in a word for the manufacturer particularly. It is just as important that the retailer get the best he can out of the goods on the market.

But things are looking better, and five years from now should see the desired change. The favor for knitted ties in higher-priced numbers has undoubtedly done much to turn attention to better values in silks. Retailers should do their utmost to follow up the trend towards higher standards. The opportunity seems to be ripe for it."

Fall and Christmas lines are now receiving the attention of manufacturers. One of the prominent features is the rich-colored zibelines, the chief beauty of which is veiled effect produced in the weaving. Greys, wine shades, greens, blues and tans are regarded with favor in these fabrics. Belonging to the higher grade numbers are the armures with neat Oriental designs. Fabrics finished in velour effect are also being featured among early Fall lines.

The arrival of Summer weather has developed briskness in all lines of seasonable accessories. Wash collars and ties, belts and other negligee apparel have been in demand, and in a few weeks men's wear dealers will be turning their attention to clearances and preparations for early Fall.

Negligees Selling Well in Montreal

The prolonged period of hot weather during the early part of July resulted in an unprecedented demand for negligee shirts and soft collars with ties



Radium

the perfect half-hose for men who know

If you are after the trade of the well dressed man, and doubtless you are, for this is the trade that pays, you should be careful in your selection of hosiery.

"Radium" fills the requirements for perfect fitting, superior quality half hose. They give fifty per cent. more wear than the average hosiery at the same price.

A sample order will prove to you that these statements are correct.

Samples for Spring, 1913, will be ready August 1st. See the range before buying.

PERRIN FRERES & CIE.

28 VICTORIA STREET - - MONTREAL, QUE.

KANT KRACK

COATED LINEN

Collars



Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

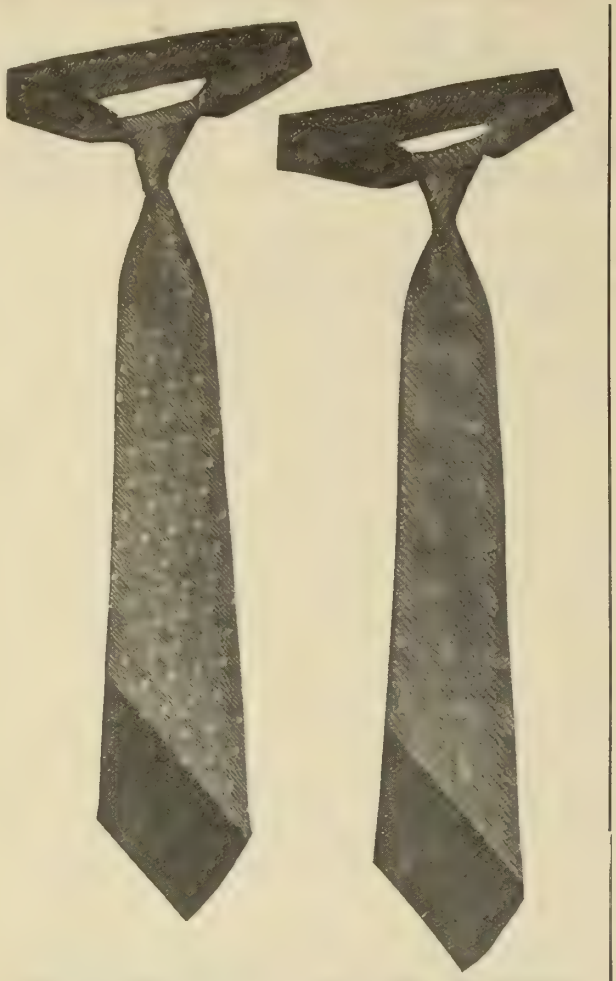
They're in Demand Everywhere

No matter where your store may be, village, town or city, there is a demand for "KANT KRACK" Coated linen collars. They create their own demand by their superiority of style, finish and wear. The flexible lip and long slit back prevents breakage. No laundry required—water and sponge does it.

"KANT KRACK" is made in only one grade and that grade is the best. (Made in Canada.)

The Parsons and Parsons Canadian Co.

HAMILTON -:- ONTARIO



Border end derbies in the new velour silk. This fabric is favored because of its rich subdued colorings. Courtesy E, & S. Currie, Toronto.

to match, as well as the very lightest weights in underwear procurable.

During a season of very hot weather the average man finds that it is necessary to send his shirts and collars to the laundry much more often than in the moderate summer days. Therefore the men who were equipped with an ordinary outfit of these garments found that their supply was not sufficient and that is where the dealer came in strong.

Many men who had been inclined to look with scant favor on soft collars, were made to feel more kindly toward them when they had "wilted" several of the starched variety in a day. Many sales were made of soft collars with ties to match and soft shirts with collars and ties to match have also been good sellers, particularly in the plain shades, such as various kinds of blues, tans and cream. Striped effects have also been popular.

There has been no change of importance so far as Fall goods are concerned. The fine line stripes are the leaders, though plain colors and pure white are in very good demand.

Manufacturers say that it is a little early to talk about next Spring. They claim that it is impossoble to state anything definite so far in advance. It is generally believed, however, that there will be no very marked changes in styles or materials.

Soft-Dress Age in London

Negligee vogue is having an influence that jars upon the good taste of those who respect sartorial proprieties.

In London it appears that the neglige vogue or the "soft-dress age" has been going a little further than authorities on things sartorial would wish it. Young men, it is alleged, have been wearing these comfortable, warm weather integuments at places and on occasions for which they were never intended, and in the discussion that has been aroused, some interesting information is given.

"Young men are not paying half enough attention to dress," so reads a criticism by "Mayfair" in London Daily Mail, with regard to the soft-dress age—soft collars, soft shirts, and loose clothes. The critic continues:—"I have seen men at the opera in short jackets and black ties. This is quite incorrect. A year or two ago it would have been impossible, and would have made people stare at them. Such dress should never be seen outside the smoke-room except perhaps at a country house dinner. No one who is in the social world would think of going anywhere at night dressed like that.

"The proper thing for a young man to wear in the daytime, if he has any regard for his appearance, is a morning coat, black or dark grey, trimmed with silk ribbon and with two buttons. The pockets should not be worn outside and the buttons should be silk braid. The waistcoat should be white or white and black, cut fairly low, or if it is black a white slip must be worn, of course.

"The tie is a feature in which considerable latitude may be allowed. It is not necessary to wear a black tie always. A 'shepherd's plaid' tie in black and white, dark blue and white, or dark brown and white is very popular and looks distingushed, by which I mean that it does not attract the eye unnecessarily. I myself go so far as to wear brightly colored ties, that is to say, grey or slate, with a delicate nuance of green or mauve or blue just to give it warmth, so to speak. Having regard to the universality of the double collar, I think that may be looked upon as permissible, though in the beginning it was merely pandering to comfort.

"For evening dress, I am glad to say that those people who attempted to induce society men to wear soft shirts failed entirely. Stiff shirts, with not less than three studs, must be worn. Braided trousers

WAIT "STAR" SPRING



SHIRTS
Are Made for Particular People

FOR BRAND SAMPLES

Our travellers will be on the road the end of August with the complete range of "Star" brand shirts, Christmas neckwear and underwear.

This is our best showing yet and will be particularly interesting to the best merchants.

We give prompt service on orders for immediate shipment.

We are now showing a fine range of Fall neckwear for immediate delivery.

Van Allen Co., Limited

Hamilton -:- Ontario

The Finest Sweater Coat in Canada



Is without question that now being manufactured exclusively by the C. Turnbull Co. of Galt.

This is a sweater which will be in great demand by those who want something really good.

Every good merchant knows the quality of CEETEE UNDERWEAR. Every Sweater Coat is made with the same care—same process—same quality of wool workmanship as CEETEE underclothing.

Every join—seam—pocket, etc., is ***knit***, not sewn, together. Every Sweater Coat is full fashioned and made from 6 strand pure wool.

Send in your orders ***now*** and get the cream of your trade.

There is nothing in Canada or the world that can compare with

Turnbull's Shaker Knit Sweater Coats

Manufactured only by

The C. Turnbull Co, of Galt, Limited, Galt, Ontario

448



Fixtures used on pedestal, glass shelf, and shirt easels. The horse head which is used in this display is made of papier mache, and may be obtained in life size, any color, at $3.50. The large horseshoe around neck of head is cut out of full sheet of cardboard and painted with glue. Blue crepe paper is shirred on same with orange-covered corks to represent nails. The small stirrups are made from cardboard and wood covered with tinfoil. The small horseshoes are cut from quarter sheets. Cover easels with full sheets of tissue paper and then place shirts on same, with tie in neckband and one on top of cuffs.

--Photographed in New York for Men's Wear Review.

and pointed-cut waistcoats of white only are worn. Oxford shoes in preference to buttoned, even for dances, and silk hats instead of opera hats are now considered correct."

A fashionable London tailor discussing this article said:—"Men of importance in the social world, do not wear the conventional morning coat any less where it is correct and essential. It is probably necessary for men to pay even more attention to dress now in order to be properly dressed at the proper times.

"The tailor is not the arbiter of fashion he is supposed to be. We look very largely to our best dressed customers for new ideas and fresh designs. The men who care about their dress do not leave it all to us. One man comes to me with designs for a morning coat or specially cut waistcoat which he has drawn himself. We depend largely for improvements in dress on the suggestions of men who are artists and take a pride in their appearance. If a new idea turns out well we suggest it to another customer, and if it is taken up we often get the credit for changing the fashion.

"The best dressed man is always the least noticeably dressed. A good test whether a man whom you have seen was well dressed is usually to try to remember what he wore; and if you cannot remember, he was probably very well dressed."

"Mayfair" writes: "I should like to add to my previous remarks that the trousers ought never to be turned up, nor should white spats or, in my opinion, any spats be worn. Both these things tend to attract attention to the feet, which is not good form. I look upon the present craze for white spats as distinctly 'noisy.' Black varnished shoes of the brogue type are worn a lot by good people, with black or dark socks. Gloves are an important adjunct. Pale stone-colored suede are the best, and white can be worn, but the yellow wash-leather are quite improper."

The latest idea that is being applied against the high cost of living is the production of clothing made of paper. A London manufacturing concern is now experimenting in the hope of making a kind of paper suitable for clothes which can be sewn and hold buttons. Paper shirts are being produced at 12 cents each, while the cost of a paper handkerchief is two cents—the price of the washing of a linen one.

C.W.T.A. CONVENTION NOTES

Hotel arrangements for visiting trimmers — Important displays — G. Wallace Hess coming — Contests close August 1 — Invitation to merchants — Lady trimmers welcome — Special attractions — Everybody boosting

THE Prince George Hotel, corner King and York Streets, Toronto, will be the official headquarters of the Canadian Window Trimmers' Association during their Convention, August 21, 22 and 23. The hotel has central location as regards railway depot, large departmental stores, display fixture houses and other establishments which trimmers attending the convention may desire to visit. The meetings will be held in the assembly hall of the hotel, and every accommodation necessary to the success of the sessions is being satisfactorily arranged. The following special rates have been secured for members of the C. W. T. A.:

Single room, without bath, one person, $1.50 per day and up.

Double room, without bath, two persons, $3.00 per day and up.

Single room with bath, one person, $2.50 and up.

Double room with bath, two persons and up, $4.00 and up.

Accommodation on American or European plan is, of course, optional. The rates quoted are very reasonable for a time of year when tourist traffic is heavy and hotel service likely to be taxed to the limit.

* * *

The photographs and show cards entered in the contests should be forwarded to the secretary as soon after August 1st as possible, as entries have to be arranged in order to facilitate the work of the judges. Contest closes August 1.

* * *

Several special attractions will be added at intervals whenever these occur. These will, for the most part take the form of fixture demonstrations, manufacturers' talks, or other interesting side events which are now suggesting themselves.

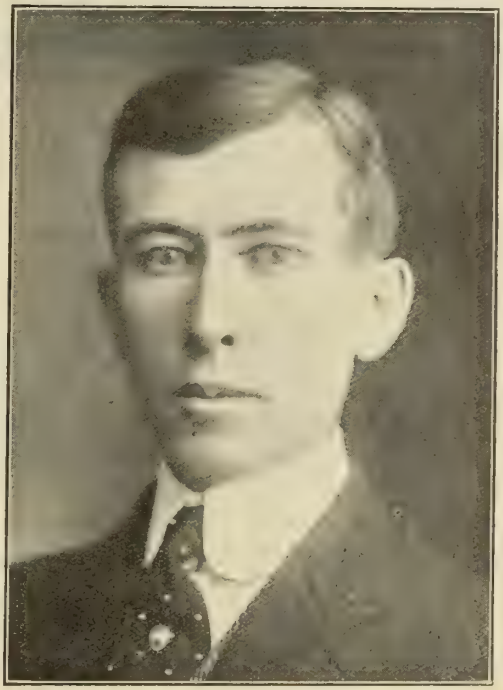
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In connection with the C. W. T. A. convention, there will be a number of important displays by fixture manufacturers. Draping forms, wax figures, adjustable fixtures of wood and metal, show cards and show card equipment, floral decorations and everything pertaining to the window trimmers' and the card-writer's department.

Merchants are cordially invited to attend this convention. Many features will interest them, and they will obtain a view of the window trimmers' activities with which they probably are not familiar.

* * *

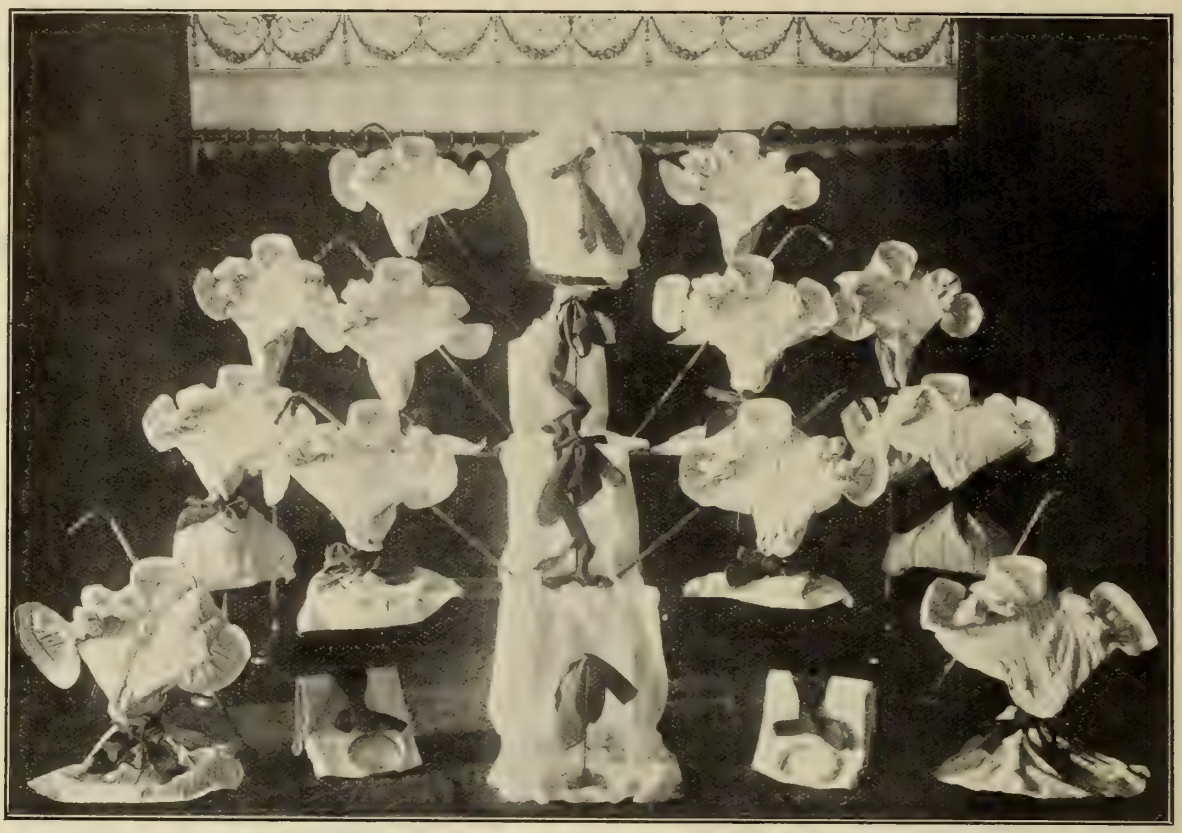
In connection with many of the progressive stores in this country, the display department is in charge of ladies who are ambitious to become more expert in the art of decorating. Several ladies are arranging to attend the convention and will be cordially welcomed.



H. HOLLINSWORTH

Chief of the decorating department, Robert Simpson Co., Toronto, who will give addresses on "Application of Wallpaper in Modern Backgrounds" and "Hints to Window Trimmers," at the C.W.T.A. Convention. Coming from a man of Mr. Hollinsworth's standing in the window trimming profession these addresses will undoubtedly be two of the most interesting and practically helpful features of the Convention.

The convention will be, to all intents and purposes, a reproduction of the National Convention in Chicago, reconstructed to meet Canadian conditions in a practical way. Twenty-five members of the C. W. T. A. are making it their business to carry this idea out. With that object in view they are at-



Fixtures used are pedestal, glass shelves, shirt easels and T stands. Three glass shelves are placed on three pedestals, 1, 2 and 3 ft. heights, forming stairs, in centre of window. A piece of shirting about 12 feet long is draped over vest form, pleated on one side and puffed on the other. Remaining goods are coiled around base of form, then to floor over remaining pedestal. Three small T stands are placed on floor and pedestals, with four-in-hands draped over same. Shirts are stretched over cardboard 12 in. x 12 in. size, and placed on easel cornerwise. Sleeves of same are pleated on bosom of shirt, skirt is fastened to standard of easel with a bow tie. Shirts are then placed on each end of glass, with a cane resting on backs of each easel. Shirts on sides of windows are arranged the same as shirts on glass shelf and elevated on pedestal. Two shirts on floor are draped over small T stands with four-in-hand tie on top of each.

—Photographed specially for Men's Wear Review.

tending the Chicago meeting and will tell brother trimmers what they see there.

* * *

A member of the C. W. T. A. has suggested that an appropriate slogan for the C. W. T. A. would be, "Linked from Coast to Coast." This introduces the idea of co-operation, suggests the development that has already taken place, possibilities for future growth, and great enthusiasm for the convention.

How Straw Hats Are Made

The bulk of the straw used in the manufacture of straw hats comes from China, where rice and wheat straw is raised for this purpose. Japan, Switzerland, Belgium, Italy and England also furnish a certain amount of straw braid. The straw from China is braided and assorted there, and is bleached and sewn together in the country of manufacture. Plaiting of straw is done entirely by hand, and it is then put up in widths running in lengths of 30, 60, 90 and 120 yards. These braids are of a yellowish tint, and they have to go through the bleaching process in order to make them white. This was formerly done by washing them in a weak acid solution, and hanging them up to dry in the sun, but it did not produce a very satisfactory finish, so the present method was finally introduced. This is known as the tank and dryer process, which takes considerably longer than the old method, but which gives the straw the pure white finish so much desired. The straw is placed in a vat of bleaching solution and remains there from three to fourteen days, according to the quality. It is next placed in large dryers, and is then subjected to a sulphur smoke to prevent it from mildew, after which it is all ready for making into hats.

One of the first steps is the forming of the patterns or shape moulds, which comprise an important part of every straw hat factory, and represent the expenditure of much time and money. A block of plaster of Paris is first cast, and after being whittled by hand to the desired shape a casting of it is made in zinc. Each model requires half a dozen or more shapes, and a single set costs nearly $300, therefore

Have You Enough

"Chester" Neglige Suspenders and Leather Belts?

You have probably unpacked our first shipment of "Chester" Summer specialties—and know now just how far it will go.
Are you sure you have enough to carry you through the hot weather.
Our reserve stock of "Chester" Neglige Suspenders and Belts is complete in every style—but repeat orders are coming in very rapidly.
To be on the safe side, why not send in your repeat orders now, and thus insure prompt delivery and complete stocks?

HALLS LIMITED, Brockville, Ont.

Complete stocks carried at our Winnipeg Warehouse, 148 Princess Street

when a 50,000 dozen plant carries about 400 different shapes and uses about 125 tons of zinc, the importance of this department can be appreciated.

Most of the work in a straw hat factory is performed by females. The first operation is the sewing by hand of the tip, or button, which is the center of the crown. This is then placed in the sewing machine and it rapidly becomes a disc. When this disc has reached the required size for the crown, it is turned and the sides are formed, and so expert do the girls become that they can figure just how many braids must be laid for a given side. Each girl is capable of sewing from one to fifteen dozen hats per day, according to the kind and quality.

After being examined, the hats are sent to the sizing room and given a bath of gelatin, which has been carefully prepared and is used in different strength for the soft and stiff varieties. After the sizing process the hats are allowed to dry, and are then sent to the blockers, who first soften them with steam and then fit them to their respective shapes. This work, as well as pressing with wet cloth and hot irons, is done entirely by hand. The latter process not only shapes the hat, but draws the gelatin through the fiber of the straw, and removes the surface gelatin.

Next there are two different methods employed—hand and machine. In the former the hats are pressed with a wet cloth and hot irons, and then polished with the bare hot iron. In the machine method the hats are put upon shapes and are set in hydraulic pressure under a pressure of from 50 to 300 pounds to the square inch, according to the hardness of the braid. From the presses the hats go to a brimming machine, where only the brims are subjected to pressure. The crowns are given a polish by hand and the hats are then ready for the next step, which is trimming.

The trimming department carries on a varied line of work, from sewing reeds in the leather sweat bands and sewing the top and side lace together to assembling the parts in the hat. This work is divided among five or six sets of girls, each set doing a particular portion. One girl does nothing but reed the leathers, another sews the top and side lace, another sews in the reeded leather, while another puts in the top and lace.

There is another table to which the hat then goes, and that is for the ribbon and the bow. Both are put on separately, the ribbons first and then the bow.

The hats, then practically finished, are once more put in the brimming machine in order that they may be trued up, for the brims have a tendency to warp, and then they are sent to the packing room.

Strong Factor in Summer Merchandising

Show cards can be employed so as to help force movement of lines that must be cleaned out in men's wear and other departments — Co-operate with window decorations and advertising.

DID you ever consider what a powerful selling factor your windows are? Did you ever consider what a forceful selling agent attractive window and show cards are; if you have not then you have neglected one or two of the greatest trade bringers you have.

AUGUST—that hot, sticky month. That month when merchandise sticks to the shelves and counters like a postage stamp to dead letter. People have no ambition. The average merchant gets the "Don't Care" feeling, and feels there is little use pushing business. Feels no one wants to buy. But this is one big mistake the average merchant makes. If business lags, that's the time to hump it up a little. Get after it harder than ever. If people don't want to buy, offer such inducements that they WILL want to buy.

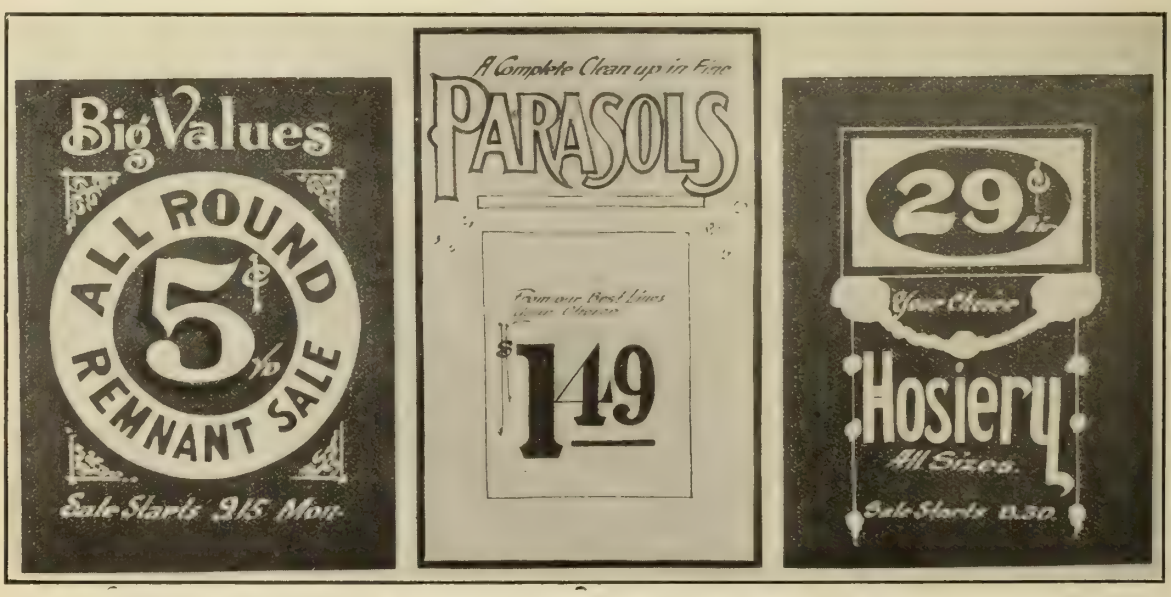
This is a good time to clean out the hanging Summer goods. The left overs, the mistakes in buying, the over stocks, etc. And when we say clean them out we mean CLEAN THEM OUT. Don't let the half-price mark stop you if necessary. Clean them out. Let us suppose your tub dresses have been hanging a little. Fix a uniform price for the entire lot. Advertise in your daily newspaper space your special sale of these to take place at 9.15 some Monday morning. We say Monday morning because that is usually a slack time of the day and week. Have these as crowd bringers at a time when crowds do not come, dress your window Friday night. This gives a window display all day Saturday.

Right here let us emphasize that your show windows are the best advertisement you have. A hundred word description of an article could not describe it so well as one glance at it in the window. And this interest is created right where the goods may be purchased.

CARDS ARREST ATTENTION.

Now comes the effectiveness of the window or show card. A window without a show card or a price ticket is greatly lacking in effectiveness. A nice attractive card will arrest the attention of the passers-by and do a selling talk in a quiet, but most effective manner. But the card must be strong. By "Strong" we mean it must have some particular feature strongly brought out. This may be the price, or the name of the goods, or a trade mark or some other special feature, that may be emphasized either by the size of the word or the color of the letters, etc. In the Tub Dress card, you will notice the name and price are brought out prominently. Thus the whole selling talk is resolved to Tub Dresses, $1.98, which may be read a a glance even if the passer had no intention of reading it.

What we are strongly in favor of pricing every article in the window. What we say here with regard to dry goods applies also to men's wear. We



Show Cards that were designed specially for merchandising requirements of August. Designs are also applicable to men's wear purposes. See article.



Men's wear cards by C. F. Meiers for Edwards & Kelly, Highland Center, Wis. All of these cards are brush work. One "Fixings for the 4th," introduces the patriotic idea by applying knot and streamers of red, white, and blue ribbon. Small cards are 7 x 11 inches, and larger 11 x 14 inches.

are aware of the prejudice against this, especially in the smaller towns. It is a safe venture to follow the efforts of successful men. Successful merchants have used price tickets both in the window and in the store. It will pay you if it pays them, and it pays them. In the Tab Dress Window, even though the price be uniform, it will make a stronger display and be more effective if every garment has a small price ticket attached to it.

After the tub dress window, we suggest cleaning out your embroidery skirting. Put in the various widths and designs. 22, 27, 44-inch, etc.

Assuming that you desire to make this a "Half-price" sale, make a half-price window card, then separately ticket the price on each piece. Next time run a parasol window and clean out the odd lines that have been picked over and left. Make a uniform price, say $1.19. Set the time of the sale for 8.30, 9.00 or 9.30, or some hour that will keep the public thinking to remember the hour. It's a good advertisement to make people think about your business. Run a glove window next and clean out the odds and ends and left-overs. Get rid of them. Make the price so inducing that you will be bound to get rid of them. Remnant window of prints next. Make price 5 cents a yard and mark



Effective cards for August, the month of clearance. See article for descriptions.



Fixtures used on haberdasher stands, cane holders and pedestals. Begin by cutting out acorns from half sheet cardboard and spatter edges to round effect. Tack same to fixture and decorate with autumn leaves, then tack small strips of cardboard about ½ inch wide and 3 inches long to centre of acorn to support four-in-hands, giving a relief effect. Place fixture on small pedestal, one foot high, within a few inches of rear of window. A handkerchief is laid over haberdasher stand, with ties and collars. Two canes are placed in cane holders, with swatch of silk pleated and twisted over handle in rear of window supported on pedestal. Two loose ties are fastened to centre of canes.

—Photographed in New York for Men's Wear Review.

the number of yards on each piece. Hosiery window next, and soon you will have your "Sticky" stuff all cleaned out, and after you will find that even August is a month in which you can sell things, and you will be all ready for your new lines in the September opening. And don't forget to make a splurge for the opening.

MAKING OF CARDS.

The Tub Dress card is a dark brown card cut in oval shape and backed on to a white card. The lettering is all in white, and the outside trimming of the oval is in pale green. The all-round remnant card is a dark brown card lettered in white, and the letters and figures shaded in black. The black shading does not show in the reproduction very strongly, for the brown card photographs almost black. The Parasol card is a white one, half sheet size. The small letters are black, and the word "parasols" is in bright red with a black outline. The figures are black, shaded with a soft reduced green shade. The ornamentation on the side is done with the same green shade. The Glove card has the price mark very decided. It is white on a black ground. The lettering of Gloves is a dark red color, shaded with a pale green shading. The small letters are all black, and all the other lines same shade of green as shading on lettering. The Hosiery card is done in two tones of white on a dark brown card. You will find all these cards very effective, and we think if you try out this August scheme and use the windows and cards as suggested you will reap a splendid benefit.

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

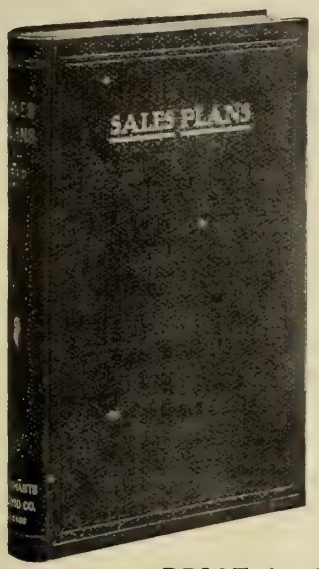
consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

E. HARRIS CO., LIMITED

73 King St. East, - - Toronto

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

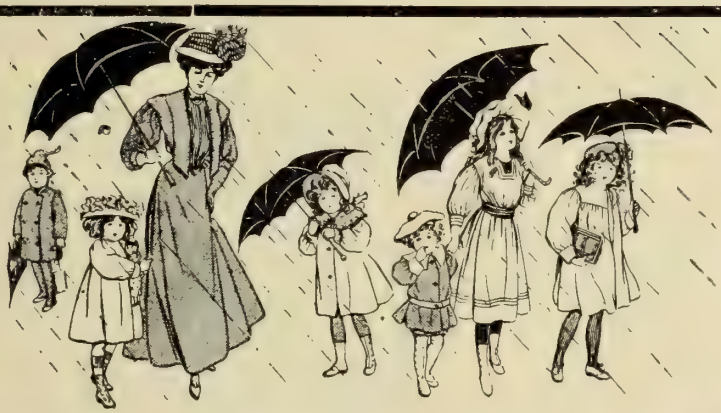
"KING EDWARD" SUSPENDERS

Retail 50 C. Price



Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO



"If we'd had our 'Cravenettes' we should have been all right."

BUYERS OF SHOWERPROOFS SHOULD ASK FOR THOSE PROOFED BY

The Cravenette Co., Limited

DUST-PROOF as well as SHOWER-PROOF.

The "CRAVENETTE" Co., Ltd., affix their stamp only to such goods as are suitable in quality for SHOWER-PROOF purposes.

REG. TRADE MARK
"Cravenette"
PROOFED BY
THE Cravenette Co. Ltd.

Facsimile of Stamp.

Therefore this stamp is a guarantee, not only of SHOWER-PROOF properties, but also of the QUALITY of the material.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS.

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE, (Proofers to the Trade.)

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

In talking about your goods give them identity which will enable a customer to make intelligent selection.

GOOD ADVERTISING

Leaving too much to the printer or consulting him too seldom — Overlooking the essential points in descriptions of goods — Sale advts. in which space was wasted in unnecessary display of superlative language — How merchants used two-page, one-page and half-page spreads for practically the same purpose.

MAKING due allowance for limited facilities as regards type and other equipment of the local newspaper office, it is evident that many advertisers still adhere to a form of arrangement in their adts. which is certainly not in keeping with the most approved ideas. Whether it is that they allow the publishers to leave the setting-up of their advts. to the discretion of the compositor or whether the specimens frequently noted represent the merchant's personal ideas on the matter of type selection and arrangement, can only be conjectured. Either might be right, but in each case there is need for enlightenment and improvement.

A number of advts. reproduced here will illustrate the point. Three of them have been selected because each has to do with a special sale, and each adopts different space.

The advt. of Barker & Patten, Medicine Hat, Alberta, was a two-page spread, with the type running lengthwise of the page instead of crosswise. The event was described as an "upheaval from centre to outside" and this is only one of the superlative statements made in an introduction which consumed more than half the space. Numerous repetitions, assertions that conveyed no particular news, the use of language which gave no idea as to the details of garments offered for sale; large, heavy-faced type that it is entirely foreign to that effect so desirable in speaking of stylish clothing and footwear, give to the two-page spread the appearance of an auction sale poster.

It may be said that the advertiser has sacrificed to fireworks his opportunity to incorporate descriptions of greater interest than that contained in a meagre statement of reductions. For a thirty-day event, he has been too sparing of particular features in the stock and has selected nothing that might be calculated to bring customers, apart from a general list of figures representing bargains. The whole advt. is too general, given over too much to meaningless display, does not contain sufficient details, does not indicate that the merchant fully weighed the possibilities of a two-page spread as against the cost incurred and moreover, it is not an advt. that gives identity to the goods in order to assist the shopper. Here it is evident that the printer did as he was told and produced an ordinary sale advt. He has overlooked the fact that by his descriptions customers know the goods and are impressed by them.

In the half-page advt. of J. N. Harvey, Vancouver, it might be assumed that acting upon the


CLOTHING SACRIFICE SALE

An Upsetting Price Upheaval from Center to Outside

AN EVENT Of Vast Importance To The Buying Public

Unprecedented, unusual, Altogether Different

The Entire $40,000 Clothing Stock of Barker & Patten, Medicine Hat, Alta.

At Special Sacrifice Prices

Men's & Boys' Clothing Hats, Caps, Boots, Shoes, Furnishing Goods Trunks, Suit Cases Without Reserve, without Regard to Cost or Value, to be Slaughtered, Must be Sold

The Order Is Convert the Stock Into Cash, Everything Else Is Lost Sight of.

SALE OPENS SATURDAY, JUNE 29TH

And Continues For Thirty Days

GIVE YOU AN INKLING OF OUR GREAT NEED AND YOUR GREAT CHANCE

Lots More Bargains

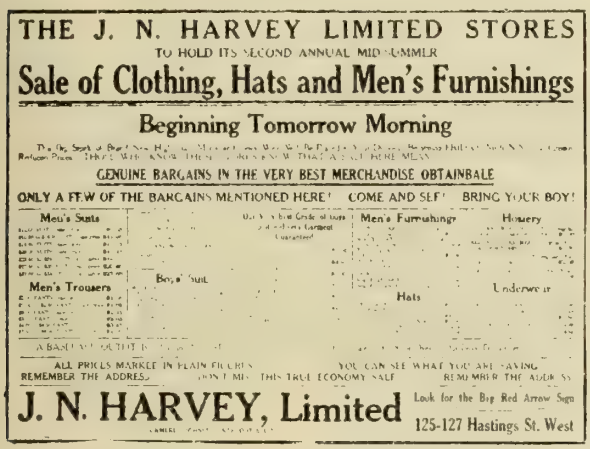
BARKER & PATTEN

MEDICINE HAT, ALBERTA

Two pages were used for this advt. The writer has been too sparing of his actual news. As much real information could have been placed in one page.

merchant's instructions, the printer tried to emphasize every statement by putting it in heavy type and by using several different kinds. If such were his instructions from the merchant, he should have devised a much better plan to gain the desired effect —the adoption of a uniform series of type, in order to avoid that jumbled-up appearance that always results where ill-judged variety is followed. Nevertheless this advt. contains quite as much information as did the two-page spread previously described. Here, again, there are statements that contain practically the same thought. People whose attentions are arrested by an advt. appreciate it because of its brightness, its news, the array of facts which convince them that this is another article is desirable. Advertising is salesmanship, and salesmanship does not employ senseless force, but skilfully presents information with reference to the goods in order to bring about satisfied selection. That is the idea which should enter into every advertisement which discusses the goods in a direct way.

The New Clothing Store, Port Arthur, adopts a one-page space for a "great opening sale," and has



J. N. Harvey have here got as much news in a half-page as other advertisers have in two pages, and even at that some economy was possible.

done it in a way that is an improvement on the other two. There is, however, no attempt at originality in the layout and it is open to question whether it is advisable to emphasize over strongly an opening that it is going to be a "bargain feast" or that the store's ambition is to sell "high grade clothing at very low figures." This is the kind of appeal which often fixes the level of a store, and decides a certain section of the trade to withhold its patronage. In other words it does not always appeal to the exclusive and more profitable trade. The tendency to devote more space than is warranted to unnecessary explanations is also apparent in this advt. One great fault with many advts., particularly in small places, is to give too much attention to obvious matters, while those upon which the people need the news are ignored or taken for granted. A merchant should address



Heading cut used is hardly appropriate for a mid-summer anniversary and is a trifle large for an advertisement. Six inches deep

his customers, through his advt., in much the same manner as a skilful salesman would present the merits of an article.

Summing up the three advts. it may be said that the information which any one of these advts. contains could be placed in one-quarter page with sufficient display to catch the eyes of the people who read the local papers regularly and thoroughly.

The anniversary announcement of Cormick & Bedford, Saskatoon, is at fault in that the cut or heading is too large for the space used, and the design would be more appropriate for a New Year event. The type containing the details is too small and massy. More white space at the bottom would have improved the appearance of this advt. Another criticism that might be pointed to is that the information with reference to articles to be given away is allowed to overshadow the news with reference to merchandising features of the event, but this fault has probably been remedied in subsequent advts. This is only a curtain raiser, and with more uniformity in spacing, the appearance of the advt. would have been much improved.



Altho' somewhat stereotyped in appearance this advt. shows greater appreciation of news values than the other two. Too much space is devoted to unnecessary statements.

How Merchants Move Summer Stock

Advertising from many towns and cities show wide-awake merchandising methods — Stores are busy cleaning up on the season's lines in order to prepare for good Fall getaway.

Livingston's, Kingston, have been holding a "20 per cent. off Discount Sale" to last four days, on men's suits, trousers and boys' suits

* * *

"The comfortable feeling and the well-dressed look go with every man's serge suit to be found in this store. It is also comforting for a man to know that a store which sets a serious value upon its promises could not regularly sell these men's suits at $15 and $18 for lower prices and guarantee them as confidently and as fully." This is the manner in which the Regina Trading Co. strikes the note of sincerity in its advertising.

* * *

"Individuality of style, integrity in tailoring, studied skill in selecting weaves and patterns and guaranteed values, have made this store the correct place to buy ordered clothing."—Extract from advt. of "Suits to Suit the Season," by Thos. Wilson, Brampton.

* * *

J. L. Boyes, Napanee, makes use of another branch of his business by advertising in his men's wear advt. that if people "want any information about railroad or steamboat rates, drop us a card and you will get a reply by first mail."

* * *

One day before July 12, Bibby's Limited, Kingston, advertised "True Blue Suits," presumably not with any intention of appealing especially to men preparing to celebrate the 12th, but to press home the point that "these suits have the distinctiveness and character of custom-made clothes because they've gone through the same painstaking process of production."

* * *

Kennedy's, Halifax, announced a "Stock Reducing and Money-raising Sale," July 10, in which men's suits were marked down from $14 to $11.20; $12 to $9.60; $8.00 to $6.40; boys' suits from $2 and $2.25 to $1.67; men's English worsted trousers, at $3.50 to $5.00 were reduced to $2.49 and $3.90.

C. W. Detenbeck, Oshawa, is installing a new front in his store, and this explains a ten-day alteration sale, which, the advt. states, is the "Greatest Selling Event in History." The lists include "10 great bargains," as "Extra Specials." Some of the items are boys' suits worth up to $3.50 for 98 cents; men's suits, two and three-piece, for $1.98; straw hats up to $2 for 25 cents; men's suits worth up to $20 for $10. Other Oshawa stores announce their midsummer clearance sales. Business should be brisk in Oshawa if customers have half the enthusiasm that is indicated on the part of merchants in their advertising.

* * *

Chapples, Limited, Fort William, ran a quarter-page advertisement soliciting the vote and influence of the ladies on behalf of industrial by-laws. They gave this as the reason:—"Because (and we say it frankly) it will not only mean increased business for us and for all our city stores, but it will also mean much for you. An industrial city is a city of opportunity for boys and girls. and they are your first consideration. Big industry needs big business men, brawny men and the men of to-morrow are the boys of to-day." This is the kind of boosting that appeals to everybody, and is never out of place coming from a merchant.

* * *

R. H. & J. Dowler, Ltd., St. Thomas, have been holding their "Great Semi-Annual Sale," supplemented by an "enormous purchase of the 'overmakes' a few weeks ago of two of Canada's best clothing factories." In this sale there are "four big suit leaders," $4.80, $3.90, $6.80 and $9.60, and 100 prs. men's strong tweed trousers are offered at 79 cents.

* * *

David Spencer, Limited, Vancouver, recently placed on sale 6,000 men's ties at 25 cents, and featured a window containing 175 dozen.

* * *

"Last two days of Great Livewire Sale will be Hummers." This is a heading used by Fitzpatrick & O'Connell, Victoria, B.C., in connection with an event in which "inroads" on regular values in men's suits are announced.



Though you have tried various kinds of waterproof collars, you have yet to find the equal of

CHALLENGE COLLARS

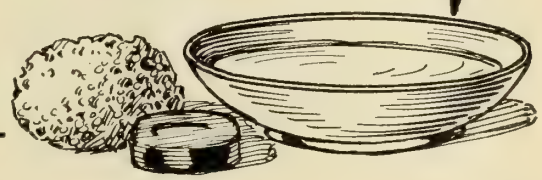
They are the favourites everywhere.

Our Rubber Brand at $1.80 dozen, and our Pyralin Brand at $1.50 doz. are quarter as heavy again as higher priced lines of other makes. We make an Outdoor Brand, linen finish at $1.25 doz.

SEND FOR SAMPLES

The Arlington Company
of Canada, Limited
54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"BEAVER BRAND"
Knit Goods



Embody Quality and Style

R. M. BALLANTINE, Limited

Manufacturers of Beaver Brand Knit Goods

STRATFORD, ONTARIO

What Would You Do in Absence of Boss?

Question submitted to salesmen — Majority state that they would buy provided their best judgment gave them confidence in line submitted — Would confer with other employees — Push the line vigorously on its arrival — Salesmen describe their experiences.

TO what extent should an employer, about to be absent from the store for some time, repose buying responsibility with those he leaves in charge? That was the question asked in the Review's last salesmanship competition.

To sum up the opinions expressed in replies received, the man left in charge would buy when his best judgment told him he should, and should the goods actually arrive before the boss returned, he would do his utmost to justify his action.

An employee left thus in charge of a store, and confronted by a proposition of this kind, has to decide a number of things. He asks himself:—Have we had any experience with this line and how did it sell? If it is a novelty, am I confident that it would sell? If it is to be confined, would it give our opposition any advantage? How does it appeal to other members of the staff? Is it in line with the most approved styles? What does the traveling salesman say about it?

If the employee can satisfy himself on these points, there is every reason to believe that decision to purchase will be fully justified by results. It is a problem that will tolerate no exercise of authority, merely for the sake of exercising it, but one that demands cool-headed consideration; one that, in most cases, should not be decided upon without conferring with other members of the staff likely to be as well posted as himself in the requirements of the store's customers.

Four replies have been selected for publication:—K. M. Stephen, Grimsby; J. A. McKeenan, Glomis; W. C. Forman, Ingersoll; and "W. J. M."

* * *

K. M. Stephen's reply:—"A few years ago, I had charge of the office in a western store and during the absence of the proprietor had also the overseeing of the different departments, each of which was in charge of a competent man. The proprietor had occasion to be away for some time, and left instructions that during his absence nothing was to be bought outside of the grocery department. A traveler called with a line of boys' shoes, which were exceptionally good value and as some were required, the manager of the department asked my opinion. We decided to give the order, and had the salesman write across the face of it, 'Do not ship until confirmed by Mr. ———.'

"Before the boss returned, we found it advisable to place other orders in the same way, as we were a long way from the market, and I believe each one was confirmed on the boss' return and turned out satisfactory to all concerned. I think, however, great care should be exercised in cases of this kind, as it would be very easy to buy too much in view of the fact that the goods would not be shipped until order was confirmed, and then in paring down the order some of the better lines might be cancelled. I have found it best to buy only lines and quantities actually required and then let the original order stand."

* * *

J. A. McKeenan's opinion:—"Let us suppose the boss is going away for a trip of one month's time. He says to his head clerk, 'Harry, I am going away next week for a while, and I am leaving you as manager.'

"He then proceeds to give a few instructions as to how he would like him to look after his business in his absence, and most particularly the purchasing of new goods. He says:—'Well, Harry, I have stocked up well in every line and only buy what you need for sorting.'

"A few days after the merchant has gone, a whitewear traveler comes along and asks you if you will not come and have a look at his line as he is sure that he has the most up-to-date goods you have seen and at twenty-five per cent. cheaper than can be bought elsewhere. Well, you answer that the proprietor is away and you are not going to buy anything; that it would be wasting his time, and you think you have all you require at present. Now, after talking a while the traveler convinces you that you should have a look at his line. After doing so you are confident that he has some stuff you should have, at a price you could make a good profit on, and also help to draw trade which will help to dispose of your other whitewear but will not purchase on account of the boss telling you to buy just what sorting you need. The result is you do not buy. What would you do? I would buy everything I thought up to the mark in style and at right price.

"If you don't use your own judgment when the boss is away, how can you expect it to be used when he is at home?"

* * *

W. C. Forman:—Often the boss thinks he knows the requirements of his customers better than any of his salespeople, and if he is a wise man, and keeps in close touch with his salespeople, his customers, the

traveling men, the wholesale men, and his trade papers, his experience and his matured judgment ought to make him at least the equal, possibly the superior, of any in buying for his trade. But he should not forget that capable and discerning salespeople who are coming in direct contact day by day with the people who buy and use the goods he sells, should be able to form a very correct judgment of the requirements of his business; and it would be wisdom on his part to gain and make use of the knowledge thus obtained, by consulting with his employees from time to time as to the best selling colors, styles, and qualities, as well as to the quantities required by his trade. It would be well to give his employees his own ideas in reference to these matters and keep them posted as to values, thereby training them how to buy, and enabling them to look after the best interests of his business during his absence.

Having defined what we thing are the ideal relationships which should exist between employer and employee, we have no hesitancy in stating what to do in the temporary absence of the boss, and think the wise owner of a business should have it fully understood as to who should take the responsibility in his absense, and as to how his plans should be best carried out.

A traveler calls and asks for the proprietor. When told that he is away from home he says "I am sorry for that, as I have a special line of one of the very newest and best things on the market and I place it with only one merchant in a town of this size. I had thought he would be the best man to take it up. Is there any one in charge who can do the buying in his absence?"

"Yes, I would at once say, "bring in your samples and I'll look them over and hear your proposition."

When the samples were presented and the proposition stated, I would examine the goods carefully and consider if they would be a good line for us to handle, or if it would be wise to let it go to our competitors. If I had any doubt I would confer with some of the other employees, if we decided favorably I would get the very closest price for the quantity I thought we could handle, find out how soon it could be delivered, get the best terms, datings and discounts, then if possible to have it confined to us for a smaller quantity, I would seek to buy the smallest quantity suitable for our trade with the privilege of increasing it later and thereby gain an advantage which might accrue to us through the purchase of the larger quatity. I would give my order and get a copy of order with full particulars stated. If it was a seasonable line and ready for prompt delivery and I thought it wise to have them come on at once, I would so order them, and if they arrived before the return of the boss, I would have them opened at once, make a display in the window and in the store, having up-to-date showcards with the displays calling attention to their newness or some other excellence, and stating their price; then I would advertise them in the papers, and get the co-operation of my fellow-employees and introduce them to customers who called at the store and endeavor to prove by results that we had done wisely in the absence of the boss.

* * *

W. J. M.:—It is with great pleasure that I take up the "Men's Wear Review" to read the valuable information which it contains. With no less pleasure do I give my views on a subject which it brings up for discussion, as I hope I may be of some value in aiding this instructor in its good work.

With regard to the question "What would you do in the absence of the boss?", let me explain as below.

My boss was one of those described in the problem—he was paying for the goods and felt he should decide how his money was spent. To-day he is not so much so.

The first year or so I worked for him he would not give me permission to order anything without his seeing the article and being quite satisfied with same. In many cases I helped him choose goods.

He wished to increase his business, but could do little in the town where he was. After I had been with him about fourteen months steady, (I worked for him out of school hours, for more than a year), he opened a branch store in a nearby town, and placed me there as manager of same.

I was only nineteen years of age at the time and too much responsibility could not be placed upon me, but I had to do some of the ordering. He used to confirm the orders upon receipt of copy at first, but later I took more of the responsibility to myself.

When a traveler came along with goods which I felt were what we should have, I ordered, but carefully, deciding to run the risk myself in case I made a wrong purchase.

After the goods arrived, I would get busy and try my best to push them, and as one success followed another, I became more confident of my ability to buy; so did my boss.

Let me mention one of my successes:—Several young men inquired about outing shirts with lounge collars; we had none. I wrote the shirt firm for a few as samples. They sent three shirts, which I received on Friday. Saturday I got out in the quiet part of the day and urged orders. When I closed the store Saturday night I had the three sold and orders for two dozen more. I sold as many of those shirts in three months as my boss did of all kinds at the main store.

Having closed that branch store to open in a newer town with better prospects, my boss has placed me as manager of the main store while he oversees the construction and opening of his new store, which I may manage when opened.

CLOTHING FOR MEN AND BOYS

Warm weather gives long-expected swing to the season — Fall outlook now more promising — Advance in worsted prices predicted — Buyer's comparison of London and American styles — Raglan will be strong feature in Fall overcoats — The boys' department.

THE kind of weather that the clothing merchant had been waiting for arrived with July, and it gave an impetus to Summer lines in every department of men's wear. Buyers were not in a very receptive mood as regards Fall placing, and manufacturers' reports in some cases were not very encouraging.

PROSPECT IS BRIGHTER.

Now that the Summer swing has developed and there is more occasion for optimism, Fall lines are being more seriously considered, and the bulk of business will undoubtedly average up well. It is evident that browns, blues and greys in neat patterns are being received with exceptional favor, and while this fact has been commented upon before, it is the more important when it is considered that Spring business will be shaped upon this trend. In fact there are authorities who declare that tans will have a run next season and that plain colors will share largely in the favor for neat conservative patterns. At the present time, an increasing demand for plain brown serges is reported, while the run on blues has been extraordinary.

BUYERS' COMPARISONS.

A prominent woolen buyer who has just returned from the Old Country comments upon conditions there. He states that in the woolen districts industrial handicaps due to labor, fuel and other problems, are not so serious as some would suppose, and that, as far as deliveries are concerned, his house had not yet been held up on a single order. Larger purchases than last year were being made, the turnover was larger, but no delivery problem had as yet developed. An advance in prices on worsteds was predicted, as the result of increased expense in manufacturing.

With regard to styles, as he had observed them in London and had been able to make comparisons, he pointed out that, in his opinion, an equalizing process was at work which tended to wipe out any striking differences between English and American styles. He had seen no style features, among smartly dressed people, that could not be regarded as quite as representative of the best Canadian or American types as of the English houses in which they were made. They contained nothing extreme and in every sense, demonstrated that good taste in dress which is so characteristic of London's best. But while striking style differences were disappearing, this buyer stated that as a pace-setter London had those essentials—royalty, a brilliant society representative of many countries, a tradition in things sartorial that attracts all authorities for permanency of position. These things give London a place of distinct advantage, and while men's styles would still originate there, their adoption in other parts of the world would become so spontaneous as to eliminate striking differences.

CHINCHILLAS SELLING WELL.

While the demand for cloths that are more adapted to the Chesterfield type of overcoat, meltons and beavers among them has become increasingly notable, the run on fabrics for Ulster overcoatings has been maintained. Sample books show that chinchillas of the finer variety have been selling quite strongly, and all of the spongy rough-faced fabrics are still regarded with favor. In overcoatings as in suitings there is a marked inclination towards quiet and solid effects. Many patterns are small and in fact almost delicate in many instances. One sample noted had a ground in two-tone blue, with a tiny fleck, hardly discernible in lighter shade.

The raglan shoulder will undoubtedly be a feature of the Fall overcoatings. Special order houses state that they are anticipating a large business in that style, and in ready-to-wear it will also be a seller.

The warm weather has caused good business in the boys' department. Galateas, linens, light serges in striped effect, and the many other popular materials have been moving briskly. For Fall, boys' clothing is following more closely than ever the style features shown in men's lines.

Maybee-Kennedy, Limited, Moose Jaw, feature pay-day specials Saturday and Monday. Work shirts, regular $1.00 and $1.25 at 70 cents; odd pants, $3 to $3.75 at $2.50; police braces 35c at 25 cents; black and tan boots, $4.50 to $5.00 values at $3.85, were items featured for this purpose on July 12.



The unique feature of this clothing display is the floor, which is covered with gingham in black and white pattern.
—Photographed in New York for Men's Wear Review.

Advantage of Semi-Annual Stock-taking

Divides stock into summer and winter lines — Places the buyer in better position for next season's buying — Brings all odds and ends to the front — Sums up half year's business.

THE advantages to be gained by a midsummer or semi-annual stock-taking are many. In the first place it divides the stock into Summer and Winter lines—one season goods that must be sold in their season or be carried over until the next year. Spring and Fall lines, such as topcoats, raincoats, gloves, caps, etc., might be termed two season goods about equally saleable in either season.

The bulk of profitable Summer business is done by August 1st, and the manager or buyer who has a stock-taking in mind for that date realizes that all lines of Summer goods must show active selling before the end of July or appear heavy on the stock books. The ever increasing change of styles in men's wear makes it desirable that as little as possible be carried over, as for instance, the change this season in underwear from "two-piece" to "combinations" and the largely increased demand for "outing shirt" and "soft collars."

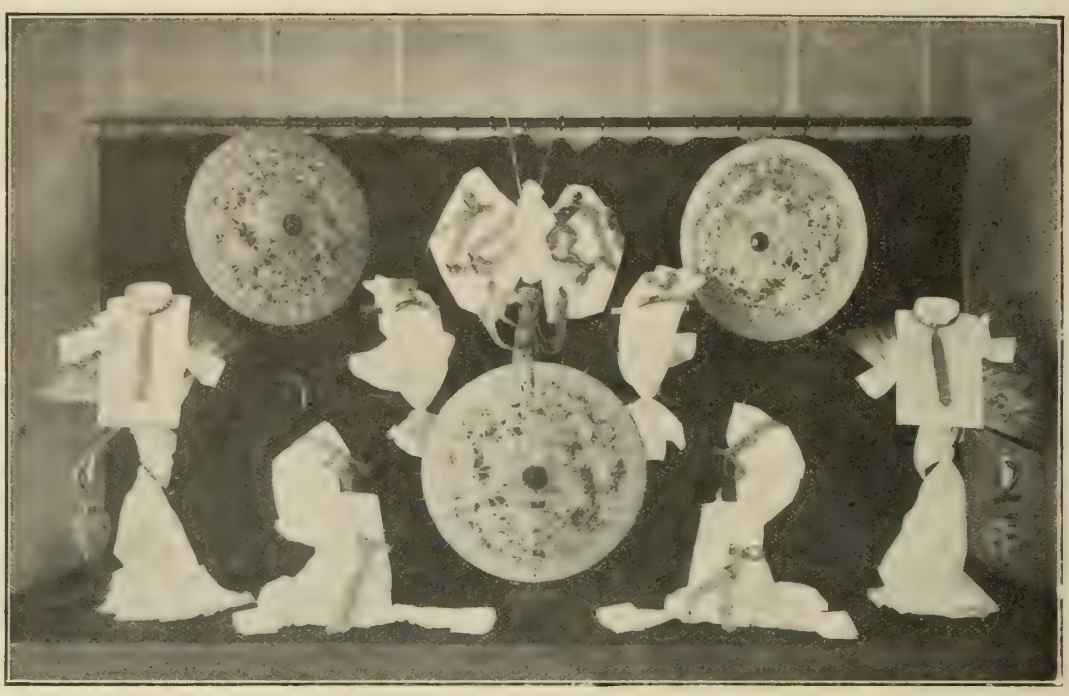
A midsummer stock-taking places the buyer in better position for next season's buying, as it shows the sum total of each line "left over" on August 1st —the good sellers, lines sold at good profit are more easily kept track of, than if left until buying time in Fall or Winter comes around again, and some lines may have been forced out in sales at little or no profit. By referring to the stock book August 1st the buyer can see at a glance the condition of his stock in the "profit-bearing" season. It also has a tendency to check over-buying in re-ordering as each buyer or department manager will be anxious to make good by having his stock as low as possible before listing begins.

Stock-taking brings to the front all "odds" and "ends" that are bound to accumulate unless pressure is brought to bear on the clearing out of same by a certain date. It also keeps the entire sales force more in touch with the different stocks.

A semi-annual or midsummer stock-taking makes a good subject for a clearing sale of all Summer lines.

The clerks will warm up to a sale of this kind more than usual as everyone will have the one object in mind—the reducing of stock by a certain date.

It also makes a good reason for putting a little extra pressure on collections by a certain date without hurting the feelings of your credit customer as everyone nowadays knows that stock-taking means, a "summing" up of the season's or half year's business.



Show windows utilizing Japanese parasols, fans and lanterns for display. The walking canes are of bamboo, in harmony with the remainder of the setting. Such a setting suggests coolness.

Campaign for Better Windows

Merchants of Dayton found that display contest aroused great interest — Windows were made more efficient.

The organization of a Retail Merchants' Bureau of the Chamber of Commerce, Dayton, Ohio, has been followed up by the adoption of practical ways and means of bettering trade conditions and securing more business. At a recent meeting the power of the show window as a business producer was brought out by several speakers and it was agreed that, aside from intelligent co-operation in suppression of various trade abuses, the retailers would derive more practical benefits from improved show windows than through any other means. Dayton windows are good as a rule, but it was felt that there was some room for improvement. In connection with this idea, the National Cash Register Co. offered $500 in prizes for the best window displays as an incentive to added effort in that line. S. B. Van Horn, head of the Window Advertising Department of the N. C. R., was given charge of the contest and his organization joined forces with the executive committee of the retail merchants in carrying out the plans.

The windows were classified as follows:—1. Best display in business centre, window 32 squ. feet or less, department stores barred. 2. Best display in business centre, window more than 32 squ. feet, department stores barred. 3. Best department store window in Dayton. 4. Best mechanical window in Dayton. 5. Best display in window outside of business centre measuring 32 feet or less, department stores barred. 6. Best display outside of business centre, window more than 32 sq. feet, department stores barred. Prizes ranged as high as $75, and there were none lower than $10.



First prize window in class 3. Men's wear display by Ricke-Kumler Co., Dayton, Ohio.

The contest was a great success. Every window was spruced up. There were better trimmed and more efficient windows than before. It re-aroused interest among merchants, large and small, who had grown careless in the matter of display. Many original ideas were introduced. More than 250 windows were entered.

The idea is one that could be used with profit in any fair-sized city. The prize money might be raised by the local merchants' association, and with proper publicity it would undoubtedly prove of practical benefit. The buying public would be attracted to the windows by the contest. It is therefore a good advertising scheme, for if merchants will get together and start a systematic campaign for better window displays, it should bring additional trade to their cities. Start it with a window contest to arouse public interest and then keep up the good work.

The Use and Abuse of Holidays

The custom of employers giving holidays to staff members has become more general of late years. This is as it should be, for it is in the interests of both employer and employe that the latter should have an opportunity to rest for a certain period each year, and thus recuperate his powers. The employer who looks at the matter in that light will be quite willing to give each member of his staff the privilege of an annual rest.

The fact should not be lost sight of, however, that the granting of holidays is intended for mutual benefit, and that the employer must benefit quite as much as the employe. The former gives the holiday in order that the latter may return to work with renewed vigor and a keener interest, and with faculties sharpened to the point of highest efficiency by the rest and relaxation. The employer is entitled to this share of the benefit.

The employe benefits doublefold from opportunity to rest from work. He probably needs the rest in the first place. In the second place, he is afforded an opportunity to improve his own usefulness for the following year. A holiday well spent sends a man back to work with higher ambition to advance himself.

This is the real use of holidays. The abuse consists in utilizing the time of rest to plunge into a continuous round of riotous gaiety—excursions, all night trips, fatiguing pleasures, cramming the largest possible measure of excitement and strenuous exertion into the time allowed. The sequel to such a holiday is that the employe returns to work jaded, more tired than when he left, lacking in ambition, initiative and the desire to promote his own and his employer's interests. This form of holiday abuse is very common, unfortunately. It is foolish, unfair and detrimental to the interests of all concerned.

George W. Chapman, formerly with the Hales-Rutherford Co., men's outfitters, Galt, has taken a position with the Lowndes Tailoring Co., Toronto. His successor is J. Roy Near, of Toronto.

All Ads. in Proportion

With the object of securing more attractive make-up for newspaper pages and better layouts for newspaper ads., the Rochester Ad. Club has been studying the problem of advt. proportion in relation to page dimension. Another object is to give every advertiser the same advantage of position next to reading matter. In conformity with this idea the Rochester papers have been observing the following rules:

Advertisements which contain less than 84 lines to be set in one column.

Two-column ads must be 42 lines or three inches in depth.

Three-column ads must be 140 lines or ten inches in depth.

Four-column ads must be 168 lines or twelve inches in depth.

Five-column ads must be 196 lines or fourteen inches in depth.

Advertisements containing 1,470 or more lines to be set in seven-column measure.

Largest advertisements on odd-numbered page to be placed at the right hand side of page.

Largest advertisements on even-numbered page to be placed at the left hand side of page.

No "island" position, nor portion giving reading matter on three sides.

All advertisements of equal width to be placed in the same column on either side of the page. The largest advertisement to be placed nearest the top of the page, provided smaller advertiser does not desire to pay additional for position. This charge is to be fixed by the newspaper in which the advertisement appears.

All advertisements, irrespective of width, shall be dropped from the top of the page, if less than 21 ins.

Under this plan all advertisements will be placed next to reading matter in all papers.

The entire plan is built on the width of the advertisement in proportion to its depth, with the result that:

All two-column ads will measure not less than 42 lines in depth.

All three-column ads will measure not less than 140 lines in depth.

All four-column ads will measure not less than 168 lines in depth, making "four halves" impossible.

Six-column-wide ads, any depth, and seven-columns-wide ads, one-half column in depth, would be impossible.

All newspapers would be "made up" from the bottom.

ALWAYS IN DEMAND

Whether in Winter or Summer, in a small or large town, there is always a demand for boys' clothing that has won such a reputation as has

LION BRAND BLOOMERS



They are worn by boys everywhere because of the satisfaction they give.

Write for samples and get the boys' clothing business of your town.

THE JACKSON MFG. CO.
CLINTON
Factories: Clinton, Goderich, Exeter

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

C.W.T. A. Contests Close August 1

WINDOW Trimmers and Cardwriters who intend entering examples of their work for competition in the various classes at the C. W. T. A. Convention, August 21-23, should bear in mind that entries close August 1st, and that photos and cards should be in the hands of the Secretary as soon thereafter as possible, in order that classes may be arranged to facilitate work of judges.

Address Secretary C.W.T. A., 143 University Ave., Toronto

Canadian Converters to Pay Dividend

As forecasted in the Dry Goods Review, the Canadian Converters Limited, Montreal, at their monthly meeting, July 10th, declared a dividend of one per cent. for the quarter, payable August 15 to shareholders of record July 31st. The decision to resume dividends discontinued since the last quarter of 1908, was based on the present satisfactory earnings of the company and the prospects that the improvement will continue.

W. G. R. Gordon, general manager of the company, stated after the meeting that sales to date showed a big increase over sales in the corresponding period of last year, while orders on hand are 100 per cent. ahead of last year's. The improvement in the latter respect has been well maintained since the beginning of the company's fiscal year on May 1st, orders then as now being practically double those on hand at the beginning of 1911-12.

Prices are also good, and not the least important factor in the present situation are the labor conditions, as affecting the company, which are better now than they have been at any time within the last three years. The dividend is being resumed on the same basis as when it was discontinued, namely 1 per cent. quarterly. The last dividend paid by the company was in November, 1908.

From C. L. Brown, with McLaughlin's, Men's and Boys' Outfitters, Amherst, N.S., to the Secretary of the C.W.T.A.—"You can plan on me being with you all at the Canadian Window Trimmers' Convention, as I have my holidays planned then and if all goes well in the store, will leave here either the 19th or 20th. Am trying to get some other boys to take the convention in, but may not succeed. Here's to a successful convention."

How Merchants are Moving Men's Wear

"Your own idea of what a suit should be at half your idea of the price!" is the announcement made by Cuming & Co., Victoria, B.C., in connection with an advertising plan which they say they recently inaugurated by offering their stock of suits at half price.

The A. K. Britton Co., London, manufacturers of men's furnishings, will, it is reported, establish a factory in Brantford to employ 100 hands. The

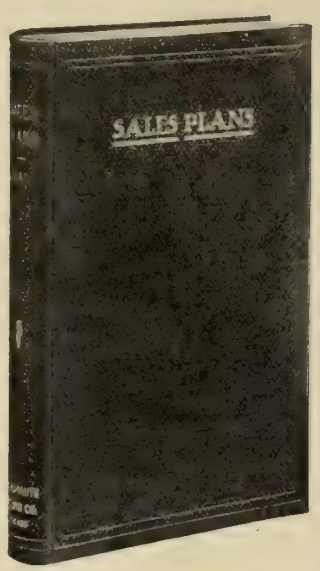
company is being reorganized with a capital stock of $100,000, a considerable portion of which is being subscribed locally.

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AGENT WANTED BY A WELL-KNOWN Scotch blanket manufacturer to sell for them on commission in British Columbia. An established position in business is necessary, and one locally resident would be preferred. Box 89, Dry Goods Review, 88 Fleet Street, London, England. (1)

FOR SALE

FOR SALE—NEW GENERAL STOCK, WITH new 2-storey cement block store, in a village; sales $15,000 yearly, can be easily increased. Post office and telegraph office in store, also telephone connection. Apply Box 33, Amherstburg, Ont. (1)

WANTED—A SALESMAN

WANTED—A SALESMAN FOR MONTREAL with good connections among dry goods retailers in Provinces Quebec and Ontario. Must be gentlemanlike, A1 in every respect, and speak both languages. A gentleman that has served with a wholesaler of the line preferred. Only applications containing complete record of former positions and salary required will be considered. Apply care Dry Goods Review, Montreal, Box 8. (3)

The idea is one that could be used with profit in any fair-sized city. The prize money might be raised by the local merchants' association, and with proper publicity it would undoubtedly prove of practical benefit. The buying public would be attracted to the windows by the contest. It is therefore a good advertising scheme, for if merchants will get together and start a systematic campaign for better window displays, it should bring additional trade to their cities. Start it with a window contest to arouse public interest and then keep up the good work.

The Use and Abuse of Holidays

The custom of employers giving holidays to staff members has become more general of late years. This is as it should be, for it is in the interests of both employer and employe that the latter should have an opportunity to rest for a certain period each year, and thus recuperate his powers. The employer who looks at the matter in that light will be quite willing to give each member of his staff the privilege of an annual rest.

The fact should not be lost sight of, however, that the granting of holidays is intended for mutual benefit, and that the employer must benefit quite as much as the employe. The former gives the holiday in order that the latter may return to work with renewed vigor and a keener interest, and with faculties sharpened to the point of highest efficiency by the rest and relaxation. The employer is entitled to this share of the benefit.

The employe benefits doublefold from opportunity to rest from work. He probably needs the rest in the first place. In the second place, he is afforded an opportunity to improve his own usefulness for the following year. A holiday well spent sends a man back to work with higher ambition to advance himself.

This is the real use of holidays. The abuse consists in utilizing the time of rest to plunge into a continuous round of riotous gaiety—excursions, all night trips, fatiguing pleasures, cramming the largest possible measure of excitement and strenuous exertion into the time allowed. The sequel to such a holiday is that the employe returns to work jaded, more tired than when he left, lacking in ambition, initiative and the desire to promote his own and his employer's interests. This form of holiday abuse is very common, unfortunately. It is foolish, unfair and detrimental to the interests of all concerned.

George W. Chapman, formerly with the Hales-Rutherford Co., men's outfitters, Galt, has taken a position with the Lowndes Tailoring Co., Toronto. His successor is J. Roy Near, of Toronto.

All Ads. in Proportion

With the object of securing more attractive make-up for newspaper pages and better layouts for newspaper ads., the Rochester Ad. Club has been studying the problem of advt. proportion in relation to page dimension. Another object is to give every advertiser the same advantage of position next to reading matter. In conformity with this idea the Rochester papers have been observing the following rules:

Advertisements which contain less than 84 lines to be set in one column.

Two-column ads must be 42 lines or three inches in depth.

Three-column ads must be 140 lines or ten inches in depth.

Four-column ads must be 168 lines or twelve inches in depth.

Five-column ads must be 196 lines or fourteen inches in depth.

Advertisements containing 1,470 or more lines to be set in seven-column measure.

Largest advertisements on odd-numbered page to be placed at the right hand side of page.

Largest advertisements on even-numbered page to be placed at the left hand side of page.

No "island" position, nor portion giving reading matter on three sides.

All advertisements of equal width to be placed in the same column on either side of the page. The largest advertisement to be placed nearest the top of the page, provided smaller advertiser does not desire to pay additional for position. This charge is to be fixed by the newspaper in which the advertisement appears.

All advertisements, irrespective of width, shall be dropped from the top of the page, if less than 21 ins.

Under this plan all advertisements will be placed next to reading matter in all papers.

The entire plan is built on the width of the advertisement in proportion to its depth, with the result that:

All two-column ads will measure not less than 42 lines in depth.

All three-column ads will measure not less than 140 lines in depth.

All four-column ads will measure not less than 168 lines in depth, making "four halves" impossible.

Six-column-wide ads, any depth, and seven-columns-wide ads, one-half column in depth, would be impossible.

All newspapers would be "made up" from the bottom.

ALWAYS IN DEMAND

Whether in Winter or Summer, in a small or large town, there is always a demand for boys' clothing that has won such a reputation as has

LION BRAND BLOOMERS



They are worn by boys everywhere because of the satisfaction they give.

Write for samples and get the boys' clothing business of your town.

THE JACKSON MFG. CO.
CLINTON
Factories: Clinton, Goderich, Exeter

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

C.W.T. A. Contests Close August 1

WINDOW Trimmers and Cardwriters who intend entering examples of their work for competition in the various classes at the C. W. T. A. Convention, August 21-23, should bear in mind that entries close August 1st, and that photos and cards should be in the hands of the Secretary as soon thereafter as possible, in order that classes may be arranged to facilitate work of judges.

Address Secretary C.W.T. A., 143 University Ave., Toronto

Canadian Converters to Pay Dividend

As forecasted in the Dry Goods Review, the Canadian Converters Limited, Montreal, at their monthly meeting, July 10th, declared a dividend of one per cent. for the quarter, payable August 15 to shareholders of record July 31st. The decision to resume dividends discontinued since the last quarter of 1908, was based on the present satisfactory earnings of the company and the prospects that the improvement will continue.

W. G. R. Gordon, general manager of the company, stated after the meeting that sales to date showed a big increase over sales in the corresponding period of last year, while orders on hand are 100 per cent. ahead of last year's. The improvement in the latter respect has been well maintained since the beginning of the company's fiscal year on May 1st, orders then as now being practically double those on hand at the beginning of 1911-12.

Prices are also good, and not the least important factor in the present situation are the labor conditions, as affecting the company, which are better now than they have been at any time within the last three years. The dividend is being resumed on the same basis as when it was discontinued, namely 1 per cent. quarterly. The last dividend paid by the company was in November, 1908.

From C. L. Brown, with McLaughlin's, Men's and Boys' Outfitters, Amherst, N.S., to the Secretary of the C.W.T.A.—"You can plan on me being with you all at the Canadian Window Trimmers' Convention, as I have my holidays planned then and if all goes well in the store, will leave here either the 19th or 20th. Am trying to get some other boys to take the convention in, but may not succeed. Here's to a successful convention."

How Merchants are Moving Men's Wear

"Your own idea of what a suit should be at half your idea of the price!" is the announcement made by Cuming & Co., Victoria, B.C., in connection with an advertising plan which they say they recently inaugurated by offering their stock of suits at half price.

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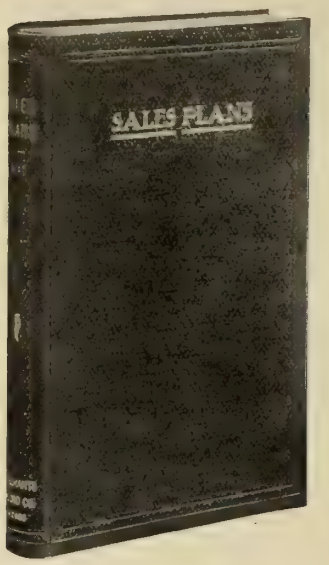
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Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN BUY_____

_____

_____

NAME_____

ADDRESS_____

Tooke

Summer Furnishings



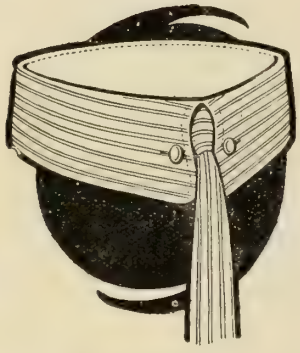
Canadians—your customers—have learned that Men's Furnishings bearing the familiar "TOOKE" Label can be depended on every time for maximum summer comfort and honest service.

Here's an ideal outfit for summer wear—display it as a unit in your window and you'll find it most effective:—

A Tooke Soft Shirt, in cool Percale or Zephyr, or rich Wool Taffeta, with soft French Cuffs—

Tooke Soft Collar, in figured Pique or fine hair-lined Silk—

Tooke Tie in Wash Fabric of dainty white, or figured Crepe de Chine, or a long, narrow Four-in-hand of Tooke's Original Bengaline or Crepe de Faille—



Two-piece or Combination Suit of Tooke Underwear, or of one of the standard brands of Balbriggan which we handle—

Pair of light "Kady" or Invisible Suspenders—

A Tooke "Tongueless" Belt—

A selection from our wide range of Silk, Cashmere and Cotton Hose, in color to harmonize with Shirt and Tie, and—

A pair of Boston Sun, Paris or "Midget" Garters.

We are in excellent position to fill Sorting Orders in any of these lines.

TOOKE BROS., LIMITED, MONTREAL

MANUFACTURERS OF SHIRTS, COLLARS AND NECKWEAR AND IMPORTERS OF MEN'S FURNISHINGS

WINNIPEG WAREHOUSE - - 91 ALBERT STREET

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.

The Art of Decorating Show Windows and Interiors

The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

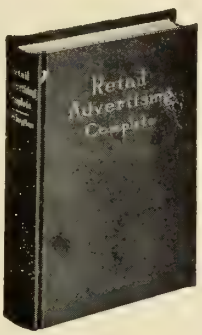


WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

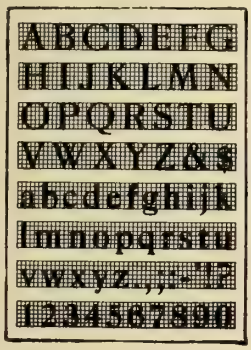
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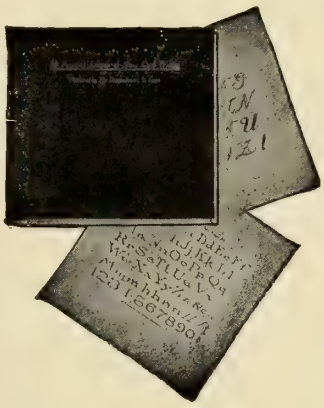
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



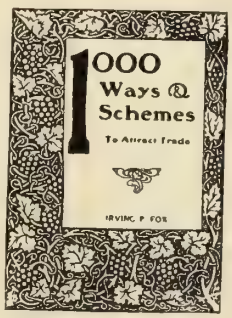
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and a Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

For Greater Knit Goods Business

BUYERS of knitted goods will be interested in August 7th number of Dry Goods Review.

It will inform them not only upon conditions in the knit goods market, but will describe and illustrate the latest style features embodied in domestic and import ranges for Christmas sorting and Spring, 1913. It will also include several important merchandising suggestions.

This fact should appeal to manufacturers. The number will enable them to announce new lines as their representatives go to the trade. It will place them in touch with people who are planning to concentrate more seriously than ever before upon the development of a GREATER KNIT GOODS DEPARTMENT.

Forms Close Wednesday, July 31st.

DRY GOODS REVIEW

Vol. XXIV ◆ PUBLISHED SEMI-MONTHLY ◆ No. 15



The MacLean Publishing Company, Limited
MONTREAL, TORONTO, WINNIPEG, VANCOUVER, NEW YORK, LONDON ENG.

Start The Season With Clean Stock

The careful and thrifty merchant will see that his shelves are not loaded up with obsolete goods. There is no need for it. Go over your stock and where fabrics have become soiled or faded, or there is an accumulation of off-color goods, make up a case and ship the goods to these works to be re-dyed a good selling or staple shade. For more than thirty-five years we've been doing this work for leading dry goods merchants all over Canada. Write us for booklet.

R. PARKER & COMPANY

DYERS AND FINISHERS

TORONTO, - CANADA



Rooster Brand Shirts

with stock collars made of **Anderson's Scotch Flannels,** English Box Cloth in Plain Shades, Corduroy in Plain Shades, etc.

Winter Trousers in Hewson's Bannockburn Worsteds and Tweeds, English Whipcord, Bedford Cord and Corduroy.

Mackinaw Coats and Pants

Riding Breeches, and Norfolk Coats

White Coats - Overalls

Robert C. Wilkins Co.

LIMITED, FARNHAM, QUE.

Montreal: 23 Dowd St., - - R. C. Wilkins, Jr.
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Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

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Sydney, Post Office Chambers
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ARE YOU READY **For FALL** DRY GOODS TRADE?

EXAMINE your stock now and write to us. We have the RIGHT GOODS at the RIGHT PRICES. Get some of our LEADERS to give **SNAP** to your Departments.

Our stocks in all Departments are complete and provide the right **OPPORTUNITY** to add to purchases and fill in your broken stock.

We are now manufacturing House Dresses from $9.00 per dozen up. Write for sample of our Leader at $12 per dozen, made of fine Gingham.

Men's and Boys' Coat Sweaters, all sizes and prices. A complete range of the newest designs in accordion and fancy knit. Motor Scarves and Mufflers from $4.50 to $24.00 per dozen.

FANCY GOODS, DOLLS, TOYS and SMALLWARES of EVERY DESCRIPTION. Fill in your list of requirements for Christmas trade and we will give you values that will surprise and please.

CHRISTMAS HANDKERCHIEFS.

Irish and Swiss Embroidered Handkerchiefs from 45c to $15.00 per dozen.

LADIES' AND GENTLEMEN'S LINEN INITIALED HANDKERCHIEFS.

Plain hemstitched, in fancy boxes, from 10c to $1.00 per box.

Embroidered, hemstitched, in fancy boxes, from 18½c to $1.00 per box.

FANCY LINENS.

Latest Novelties in Tray Covers, Side Board Scarves, Five O'clock Tea Covers, Afternoon Tea Napkins.

Full stock of **Staple Linens** in all lines.

We are showing a very extensive range of Drapery and Scrim. These goods are still selling as well as ever, and our range for Spring will be unsurpassed.

Our assortment of RUGS, piece goods and Linoleums is as usual complete in every detail.

We will shortly be showing a complete range of Window Blinds of all descriptions. Samples will be in the hands of our **travellers** very soon. Do not fail to see them, as they are unequalled.

WRAPPERETTES.

We show the **largest range** of colorings in new designs in the market, at the **BEST VALUES in the market.**

Merchants visiting the CITY are cordially invited to CALL. We will show them something interesting. If in **Toronto** it will be to your interest and profit to VISIT our permanent Sample Rooms, Carlaw Building, 28 Wellington St. West.

EVERYTHING IN DRY GOODS

Greenshields Limited

MONTREAL

DEBENHAMS FOR NOVELTIES



DEBENHAMS FOR NOVELTIES

FALL 1912

Customers visiting the city during the Fall Millinery Openings are invited to call and inspect our showing of Novelty Materials, for Dresses, Millinery and Trimmings. The latest color creations in:—

Satin Charmeuse
Chiffon Dress Velvets
Epangle Velvets
Shot Mousseline Satins
Silk Ninons
Dress Velveteens
Fancy Picot Ribbons

DEBENHAMS (CANADA) LIMITED

TORONTO



Some News From

DEBENHAMS
Montreal Warehouse

We beg to announce our

FALL MILLINERY OPENING

for

MONDAY, SEPTEMBER 2nd
and following days

Special Note—We shall exhibit a large number of the latest Paris Models, strictly imported; also Novelties in Millinery Materials.

Ready for early buyers August 12th.

DEBENHAMS
FOR
NOVELTIES

DEBENHAMS (CANADA) LIMITED
MONTREAL
18 and 20 St. Helen Street
DEBENHAM & CO.

WOVEN NOT KNITTED

Obtainable From Wholesale Trade Only

"SELBA"

Cream Flannel



MERITS:

SOFTNESS
EASILY WASHED
LIGHTNESS
BEST FOR SKIN WEAR
ALL BRITISH



Suitable for

SHIRTS, PYJAMAS, LADIES' SHIRTS AND UNDERWEAR, ALL KINDS OF CHILDREN'S GARMENTS

British Manufacture

Wm. Anderson & Co., Limited

Glasgow, Scotland



Mohair—The Ever-Selling Fabric

English Mohairs, guaranteed by the Bradford Dyers' Association never cease to be stylish—never cease to be practical.

Keep up your stock of these perennially popular and profitable retailers.

Give them window space—results will handsomely justify it.

Advertise them in your local papers—your sales will surely advance.

Keep your trade alive to these advantages of English Mohairs, guaranteed by the B. D. A.

They drape perfectly;
They shed dust;
They are unspoilable by dampness or drenching;
They are remarkably durable;
They retain—in spite of wear—that bright silky appearance of new goods.

You will find English Mohairs constant sellers—constant profit producers for your dress goods department.

Cuts for advertising may be had by addressing

B. D. A. American Bureau
235 West 39th Street
New York.

Ask Your Wholesaler for English Mohairs, Guaranteed by

The Bradford Dyers' Association

of Bradford, England

STIFEL'S INDIGOS

ESTABLISHED 1835



The standard for over 75 years for making Overalls, Uniforms, Shirts and Coats



Stifel's Indigos received the Gold Medal Award at the Louisiana Purchase Exposition at St. Louis, for the best Indigos made.

YOUR BRAND is the biggest asset of your business, and if you use unestablished goods and they turn out badly, as they invariably do, your label and brand will be blamed.

When you put your brand on an Overall the consumer looks to you for a guarantee not alone of the make and of the fit, but of the fabric, and if the goods do not wear well your label will be blamed.

If your established brand is backed up by the use of Stifel's Indigos in the garments, your brand will last forever, because the goods have merit and are better than any other.

J. L. Stifel & Sons
Manufacturers

Franklin Mfg. Company
Sole Selling Agents

260 Church St., NEW YORK

Sales Offices:

TORONTO
14 Manchester Bldg.

MONTREAL
10 Hospital St.

ST. LOUIS:
426 Victoria Bldg.

NEW YORK:
260 Church St.

BALTIMORE:
114 W. Fayette St.

BOSTON:
68 Chauncy St.

PHILADELPHIA:
839 Market St.

CHICAGO:
237 Fifth Ave.

You can be proud to place your label on garments made from Stifel's Indigos, because they are a constant recommendation for your brand, and the trade who use overalls know they are the best.

Belding Paul Corticelli Limited

SILK Manufacturers

MILLS: Montreal, P.Q.; St. Johns, P.Q.; Coaticooke, P.Q.

Silks Silks Silks

Having bought out the old firms of Belding Paul & Co., Limited, The Corticelli Silk Company, and The Cascade Narrow Fabric Company, we desire to announce to the trade that we are carrying on the respective concerns in all branches as heretofore.

No advance in prices has been made or is contemplated and the most favorable treatment will be extended to the Canadian trade.

We continue the various Popular Brands as of old. The Qualities being kept up to the High Standard they have always been produced.

We appreciate the generous support given to the old concerns, and respectfully request the continuance of same to the New Corporation, which will have our best and prompt attention

Our Travellers are out covering all Provinces from Atlantic to the Pacific, with the newest and most attractive samples ever offered to the Canadian Trade, for the fall season. Extra good values.

Business prospects brighter than ever all over Canada.

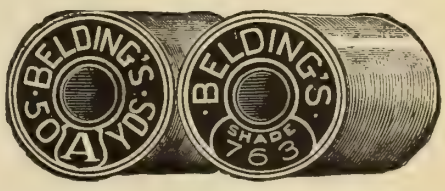
Order early to secure prompt deliveries.

Belding Paul Corticelli Limited



Sales Rooms:

MONTREAL, TORONTO,
WINNIPEG, VANCOUVER,
and SYDNEY, AUSTRALIA





HOSIERY

bearing this trade mark never fail to give the very best satisfaction. Ask to see the line!

Our travellers are starting on the road shortly with full and complete lines of

UNDERWEAR **HOSIERY**

GLOVES **DRESS GOODS**

and DRESS TRIMMINGS

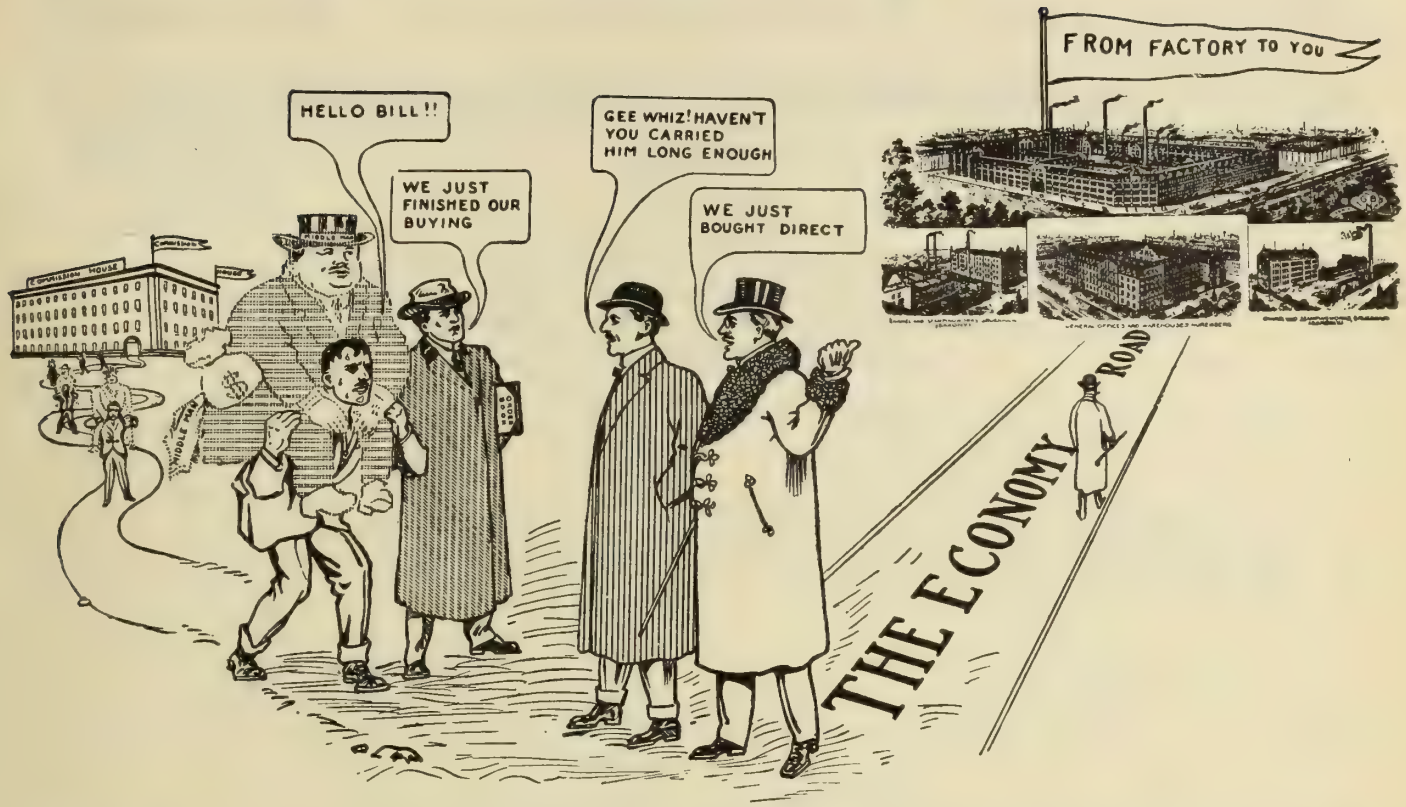
It will be to your advantage to see their offerings.

We are sole agents in Canada for the celebrated

QUEEN'S CLOTH
(Registered)

FITZGIBBON, LIMITED

VICTORIA SQUARE, -:- MONTREAL



Copyright 1911 by John Bing

BING BROS., A. G. NUREMBERG, the largest manufacturers of TOYS and HOUSE FURNISHINGS in the world, beg to invite you to see their exhibition of goods at 381 Fourth Avenue, New York City.

TRADE The Sun Bleaches MARK

"OLD BLEACH"

He Bleaches It Well

There are bleaching propensities about "Old Sol's" rays when subdued by the pleasant dew-laden atmosphere of "Old Ireland" that are not evident in any other country in the world.

"Old Bleach" linens are bleached exclusively by the rays of the sun, the linen being stretched out on the greensward and exposed to the mild rays of the "Irish Sun" until snowy white, leaving it beautiful and soft in finish and uninjured by chemicals. "Old Sol" bleaches well.

"Old Bleach" comes in all the newest designs—see 1912-13 range.

R. H. COSBIE

IRISH LINEN AGENCY

30 WELLINGTON ST. WEST - - TORONTO

Please mention The Review to Advertisers and Their Travelers.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

Editor Dry Goods Review.—Where can I buy canvas forms for inside of ladies' tailored coats.

From Perfect Coat Front Pad Co., 130 E. 12th St., New York, or Universal Pad Co., Berks and Howard Streets, Philadelphia.

* * *

Editor Dry Goods Review.—Where can I buy ticking suitable for mattresses, pillow cotton, canvas, cotton batting, tufts, eyelets, lacing cord, curled hair.

Ticking, pillow cotton, canvas and cotton batting may be bought of any of the wholesale houses such as W. R. Brock Co.; John Macdonald & Co.; Gordon, Mackay & Co., Toronto; McMahen, Granger & Co., Robinson, Little & Co., R. C. Struthers & Co., London; or Greenshields, Montreal. Canvas may also be bought of Scythes & Co., 22 Church St., Toronto. Woven tickings are made by Canadian Cottons, Ltd., Montreal, and printed tickings and pillow cotton by Dominion Textile Co., Montreal.

Curled hair—From Delaney & Pettit, 113 Jefferson Ave., Toronto; J. R. Walker & Co., 35 Common St., Montreal.

Lacing cord, eyelets and tufts.—From J. R. Walker & Co., 35 Common St., Montreal; or John Leckie, 77 Wellington St. W., Toronto.

* * *

Editor Dry Goods Review.—Where can we buy the old-fashioned spinning wheel. We want new frames and new flyers complete and finished in natural wood and varnished.

Spinning wheels have been so long out of date that they are now in the heirloom or curiosity class. However, we are advised that B. M. & T. Jenkins, 3 Phillips Square, Montreal, dealers in antique furniture, handle spinning wheels of various kinds. They state that they have the Chippendale, colonial and habitant styles. Would suggest that you write them. Why not place a small advertisement in the condensed advertisement column of a metropolitan paper stating what you want. You may thus find some person who knows sufficient about their construction to fill your requirements very reasonably.

Editor Dry Goods Review.—Where can I buy ladies' shirt waists and fancy lawn waists in New York?

The following New York firms are suggested: Frankenthal Bros., 77 Wooster St.; Sam A. Lerner & Co., 37 W. 17th St.; London Waist & Dress Co., 153 W. 23rd St.; Bloom & Millman, 15 W. 18th St.; Wesen & Goldstein, 17th & 6th Ave.; Mackelvey & Co., 25 West 26th St.; Tip Top Waist & Dress Co., 133 W. 21st St.

* * *

Editor Dry Goods Review.—In your last number I read an article about a merchant who circulated flyers throughout the town in connection with a special sale? Can you give us any further details?

The "flyer" idea can be carried out very easliy. Have as many dodgers as you may require printed, announcing the special values in connection with your Summer clearance sale or other event. In five or ten of these insert a paragraph in contrasting type or panel form, so that it will stand out from the other reading matter, announcing an item say for 25 or 50 cents, the regular value of which is $2 to $5, and pointing out that, presenting the dodger at the store, the holder will be entitled to the selection on that basis. Or you might vary the attraction by offering a number of new one-dollar bills or gold pieces. In your newspaper advertising call attention to these dodgers, the date on which they are to be circulated and assuring the people that the distribution is being carried out on an absolutely impartial basis. An appropriate heading for the dodger would be: "Are You One of the Lucky Ten? Read this bill carefully. It may inform you that by presenting it at our store you will be entitled to a cash prize (or a selection at 25 cents of any article valued from $2 to $5. The merchant will arrange this item to suit his own ideas.)" Then run another display line thus: "You are Lucky in Any Event," following up with information about your special features. Properly carried out a flyer sale should prove very attractive. It has, at any rate, the merit of being unusual.



Patterns That Pay

Patterns that will draw women from the store across the street, and put their dollars in your cash drawer. That's the kind of patterns you want.

The testimony of 700 representative American merchants is that "A Ladies' Home Journal Pattern Department—run right—will do more to build up a business than any other small investment that can be made."

One merchant writes us that he made $650 during 1912, on a stock of less than $700

Why not join the army of men who have placed their pattern departments on a profitable basis? Let us send you our booklet, just off the press, giving the testimony of merchants who have made their pattern departments pay. *You can't help but find this book interesting, since it tells what your neighbor is doing, in your neighbor's own words.*

Take a post card, write on it, "Sell Two Patterns Where You Now Sell One." Sign your name and drop it in the mail box. We'll send a copy by return mail.

The Home Pattern Company

23 Lombard Street, Toronto

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908

WORRALL'S

GRAND PRIX TURIN EXHIBITION, 1911.

IT IS ESSENTIAL

When buying for Costume purposes, that you should make sure that your

VELVETEENS

are in fast-to-rubbing dyes.

Ask for—and see that you get—Cloths guaranteed to be in

WORRALL'S FAST DYES

It was for the Excellence of these Velveteens for Costume purposes that the

GRAND PRIX WAS AWARDED

to J. & J. M. Worrall, Ltd., both at the Franco-British Exhibition in 1908, and at Turin last year.

Always insist on a guarantee that you are getting "Worrall's Fast Dyes."

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S

FAST-DYED VELVETEENS

DYED AND FINISHED BY J. & J. M. WORRALL LTD MANCHESTER

THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX TURIN EXHIBITION, 1911.

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge.

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge.

Dainty Lingerie of British Manufacture



Ladies' Underclothing made from these celebrated Longcloths, Flannelettes, etc., and bearing on a tab the "OXFORD" Trade Mark, in conjunction with "HORROCKSES", are the perfection of quality combined with the latest styles and perfect fit.

Horrockses, Crewdson & Co., Ltd.

Manchester and London, England.

FALL KNIT GOODS

In Women's Wear Department

We Aim

To have extra special values at all the marked prices.
To keep our stock up through season.
To forward your orders with the least possible delay.

Sweater Coats

In all combination of colors and styles.
Women's to retail from $1.00 to $7.00 each.
Children's to retail from .50 to $2.00 each.

Underwear

Drawers to match all lines.
Combinations in all sizes and styles.
Exceptional values to retail at 25c, 35c, 50c, 75c, and $1.00 each. Special price in case lots.

Hosiery

See samples of our specials in case lots of 20 dozen assorted sizes.
Our "Lama" brand to retail at 25c a pair cannot be beaten at the price.



John M. Garland, Son & Co.

Ottawa, - - Canada

MIKE BRADLEY

DRY GOODS, MILLINERY, SHOES

AND CLOTHING

HOLLIS, OKLAHOMA January 8, 1912.

The Butterick Publishing Co.,

New York.

Mr. G. W. Wilder,

Dear Sir:

My sales have increased at least 100% on Butterick Patterns for 1911. They are the only Patterns for me to sell, and as long as I am in the Dry Goods business you can count on me as one of your many customers. Butterick Patterns first, last and all the time for me, I am glad to say.

Your friend,

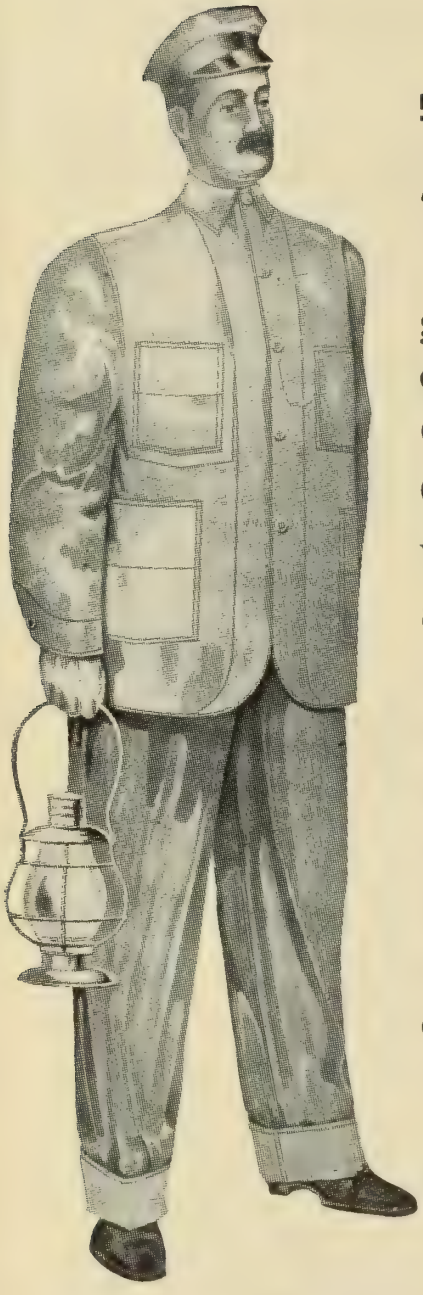
Mike Bradley

P. S. From a satisfied customer.

The Butterick Publishing Company

33 Richmond Street West, Toronto, Ont., Canada

High Grade Union Made Overalls, Coats and Pants



THE demand is steadily growing for our own make of Overalls and Coats, and it will pay you to stock them as they are always dependable, and you will find that they will satisfy your most exacting customers.

Lot 36.—Men's Blue and White Striped Overalls, cut from Stiffel's 265 Indigo Drill, made with full bib—Combination watch and pencil pockets, two swing and one hip pocket and detachable elastic back braces. All sizes 32 to 42, per doz. . .$9.00

Lot 43.—Men's Blue Denim Overalls, made from pure Indigo Blue Denim, with full sized bib, combination watch and pencil pocket, two swing and one hip pocket and detachable elastic back braces. All sizes, 32 to 42, per doz. $9.00

Lot 44.—Men's Black Denim Overalls, made from extra quality yarn dyed Denim, with full-sized bib, combination watch and pencil pocket, two swing and one hip pocket and detachable elastic back braces. All sizes, 32 to 42, per doz. $9.00

Lot 10.—Men's Black Denim Overalls. Extra full cut and extra well made, with combination watch and pencil pocket—watch and rule pocket, two swing pockets and two hip pockets. Heavy detachable Elastic Back Suspenders, well made and high grade in every particular. Sizes 32 to 42, per doz. $12.00

Lot 20.—Men's Blue Denim Overalls, made from heavy quality Indigo blue Denim, high grade in every particular. Sizes 32 to 42, per doz. $12.00

Lot 30.—Men's Blue and White Striped Overall's made from Stiffel's best 250 Drill. Same style as Lot 10, per doz. $12.00

Lot 175.—Men's Black Denim Pants, made from good quality of yarn dyed Denim, two swing and one hip pocket. All sizes 32 to 42, per doz. $9.00

Lot 11.—Men's Black Denim Pants, made from heavy yarn dyed Denim, with rock fast drill curtains and extra quality drill pocketing. All sizes 32 to 42, per doz. $10.50

Lot 275.—Men's Grey and Black Striped Cottonade Pants, made from Thorndyke cottonade, same style as Lot 11. All sizes 32 to 42, per doz. $10.50

Lot 60.—Men's Black Kentucky Jean Pants, made from full 9 oz. Hercules Jean, specially designed for moulders and ironworkers, lined to top of leg, large full cut. Sizes 32 to 42, per doz. $13.50

Lot 375.—Men's Khaki Pants, made from 8 oz. Scout Denim with belt loops. Extra well made and trimmed. All sizes 32 to 42, per doz. $12.50

Lot 16.—Men's Khaki Pants, made from best quality American Army Khaki Cloth, guaranteed fast color, with belt loops and cuffs. All sizes 32 to 42, per dozen . .$16.50

Coats To Match All Lines Of Overalls

THE W.R. BROCK COMPANY (Limited) TORONTO

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto, August 7, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

PUBLISHERS DRY GOODS REVIEW

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Canada, Great Britain, Australia, South Africa and the West Indies - -	$2 a year
United States -	$2.50 a year
Other Countries - - - - -	$3 a year
Single Copies - - - - - - - - -	25 cents

Invariably in advance.

The Opportunity of Knitted Goods

THE feature of this number of The Review is the department devoted to knitted goods. The importance attached to style, the extent to which designers are applying their best efforts in the production of garments for men, women and children making of this section of the retail store something more than a place of spasmodic business, is evident in the range of information and illustrations representing next season's vogue.

The development in knitted goods manufacture, and the increasing profit in knit goods specializing has been one of the interesting things in Canadian industry and retailing. The sweater coat looms up large in the early stages of development. This garment has an adaptability which has made it staple. The range in values and the variety in style effects have given it a place in the wardrobes of rich and poor. Fancy knitted goods of all kinds show that the designer and the knitter have not confined themselves to one sphere of usefulness, but have compelled merchants to broaden out departments to accommodate lines that were certain of demand.

Knitted goods, and it is not necessary to include hosiery and underwear to make the statement apply, are no longer a one-season line. They are coming to their own as a year-round department in the progressive store. Manufacturers who previously limited their output to Fall alone are also realizing that the growing market warrants a wider enterprise. Today, the production of knitted articles includes everything from bootees to opera cloaks, and the gratifying part of it is that specialization is so shaping the market and so interpreting its opportunities that, multiply as they may, knitting mills are all finding profitable fields. This is a fact which speaks quite as eloquently for the high standards of style and quality in Canadian lines, as for the opportunity that exists in a youthful country.

Here, then, is an industry and a retail department in which progress and development have followed fast upon that impetus through which come those suggestions of greater possibilities. No merchant can afford to deny serious consideration to the broadening demand for knitted articles of wear.

His purpose should be to convert that demand to his profit by concentration.

Sale Not For a Day

"YOUR paper has contained articles on some interesting phases of salesmanship," said a merchant recently, "but one problem you haven't touched on very strongly as yet is that which has to do with the impression created in a customer's mind favorable to a second visit to the store. I sometimes feel that the race for a sale at all hazards is too reckless for permanency of patronage."

The return visit is the thing in salesmanship of any kind. It is the keynote of constructive retailing. Customers are only human. A sale should not be a forced application of an objectionable matter, but something that has to be managed with tact, with keen appreciation of the customer's temperament, quick perception of his or her likes or dislikes, an entire absence of any attitude likely to cause suspicion as to the salesman's confidence in the goods, and reflecting nothing but a desire to make the transaction as satisfactory to the customer as to the store.

A sale is not for a day. When you come across with the parcel be sure there is nothing in the background which will make the customer shun you and the store or cause you to dodge that customer in future.

Discourtesy and the Clock

ONE of those expressive little things that are always being interpreted for or against by the patrons of a store is the manner in which the front door slams after the last customer has departed at the close of the day. It may be that the clock points to six minutes past the hour for quitting, and that the customer is one of those people who pay no heed to that warm weather admonition to shop early. She may not seem to notice the many preparations going on around her that indicate the end of a strenuous day's work. In fact, it may be that, after putting the salesmen to no end of trouble, she decides to buy nothing and waves towards the door. It has been enough to try the patience of an angel, but much may depend upon the manner in which her departure is welcomed. It will be very poor evidence of tact if the salesman on accompanying her to the door, shows evidences of irritation, indicates a desire to be rid of her, answers her questions abruptly, or if the door catches her skirt or jars the heel of her shoe in departing.

No person wants to stay longer than is necessary in a store on an early-closing day, or during weather when the out-of-doors is most desirable, but neither can a salesman afford to damage his reputation and that of his store by demonstrating that his ability to be courteous is regulated entirely by the clock.

This suggests a matter in which the policy of the store should be well understood. At the Christmas season, the cry is "Shop Early!" but at other seasons, and in the majority of cases, there is little attempt made to emphasize the desirability of one shopping hour over another, either for the benefit of the customer or the staff. It is little wonder therefore that when the boss is not looking, late customers are sometimes deals with in a peremptory manner. Discourtesy, however, is always to be deprecated, but the policy of the store should be such as to preclude its possibility in as great degree as possible.

Cash and the Tragedy

IN spite of the fact that a retail firm had on its books more accounts than would pay its claims, an assignment was necessary. The accounts could not be collected. A paper in an adjoining town commenting upon the failure states:—

"It is one of the tragedies of business, this trusting of people who won't pay when they can and should pay. It is next door to sheer dishonesty for creditors to subject a business man to financial embarrassment by withholding payment for goods or service beyond a reasonable time. The old adage—'Pay as you go, if you can't pay, don't go'—needs to be impressed upon people who are prone to delinquency."

In the town where this same newspaper is published is a store which from the start has insisted upon the cash principle in business, in spite of every prediction that conditions in that town would not tolerate it. This store has won out, and is growing steadily, while the merchant in an adjoining town has had to go to the wall.

It is right to regard the passing of a business as a tragedy, but there are merchants in Canada who, foreseeing the same end, have applied methods which immediately assured the mof their stability. Wherever this has been done, wherever cash has been insisted upon, there has been no falling off in business, and the "tragedy" became a somewhat remote proposition.

Placing the Advertising

SHOULD the publishers of a local newspaper, no matter how good or bad it may be, look upon the merchant's patronage as other than a business proposition? How far should sentiment play any part in the matter? This is a question that a good many merchants have decided from time to time, and these are circumstances under which they may not be able to keep themselves.

MAKE NO PAYMENTS TO C. EDGAR.

C. Edgar has been making collections in Western Provinces for some of our trade and technical papers and magazines but has not made any remittance to us.

Subscribers are requested not to make any payment to him and if he makes any attempt to make collections, we would appreciate it if subscribers would promptly telegraph us at our expense so that we can get in touch with him at once.

MACLEAN PUBLISHING CO., LTD.

A merchant may be doing business in a town where there is only one newspaper, and altho it does not measure up to his ideas of what a newspaper ought to be in appearance in news variety or circulation, he feels that he must have regular space in it. The returns may not warrant the expenditure, and the attitdue of the publisher indicates that he doesn't much care whether they do or not. The merchant may also be indifferent in the matter, and the sooner there is awakening the better.

When a newspaper covers its field well, the publisher is justified in expecting a fair support from the merchant. The paper should yield good returns, provided advertisements are changed regularly, contain news and represent bright merchandising policy.

Merchants may also have to decide between two papers, one good and the other a little better, more progressive, larger circulation, and one that covers the news of the district in a more readable manner. The merchant knows that each goes to homes not entered by the other, and the result is that both get some of his patronage, but he takes larger and more frequent space in the better paper. The publisher of the other protests that his is equally good, and that it is a misguided policy which ignores, to a certain extent, some of the customers on his subscription list. The merchant replies that the other paper covers the ground pretty thoroughly, and that advertisements appearing in the smaller space are calculated to bring people to the store where they may see for themselves and miss nothing. He points out that it is under a business proposition and that ends it.

But what is the merchant to do when the man with a very poor paper solicits business chiefly from motives of friendship and very little from assurance of good circulation, probably adding a little jab to the effect that the merchant is always talking about patronizing home concerns. Some tact may be necessary here, but so long as the merchant looks at the purely business side of the question, he should have no difficulty. It is for him to appreciate enterprise in the local paper on exactly the same basis as the people appreciate it when they come to his store because it is one of the best.

He will apportion his advertising allowance, not as sentiment suggests, but so that it will do most good. Moreover, when the merchant pays a good round sum for his advertising, he must insist on satisfactory service—good type and a style in set-up which will make his advertisement attractive. He has a right to expect also, that the publisher will give him the benefit of helpful suggestion in getting up his advertisements. He should also be safeguarded, in his contract, against any unreasonable or arbitrary rule in the use or distribution of the space. Cases are known where the advertisers were almost made to feel that the publishers were doing them a favor by accepting their business, and at the same time the advertisements were probably the newsiest part of the paper.

Greater co-operation should be an outstanding object between newspaper publishers and advertisers.

With the division of ranges so as to better meet the requirements of Spring and Fall seasons, is your knitted goods department measuring up to opportunities?

* * *

Now a philanthropist is endowing a school at which young people from the country will be able to detect a gold brick when they see it. There are large employers of help who will say that gold bricks do not always take the form that the philanthropist has in mind.

* * *

"Stick to one bush until all the berries are picked," sounds like good advice, but knitted goods manufacturers state that one of their chief difficulties is with young people who have a habit of changing bushes once in every six months. Retailers frequently meet with the same class of berry pickers, who never seem satisfied with the bush they're working on.

FEATURES OF THIS NUMBER.

Review's information bureau.
What retail merchants are doing.
What is shoddy and why is it necessary?
Artistic treatment of illustrated cards.—See Art of Display section.
The millinery openings as a review of style.
Prize list and program—Canadian Window Trimmers' Convention.
Features of the early Fall millinery openings in New York.
C. W. T. A. men who are doing things.
Special feature—Knit goods section, describing and illustrating novelties that are to be shown in September of Fall sorting, Christmas and early Spring.

What Dry Goods Retailers are Doing

How they are advertising their Summer goods — Methods that are being employed to attract more customers — Unique merchandising features selected from Canadian newspapers.

The Paquet Co., Quebec, has been featuring for a limited period, costumes to order, $30 values for $18.90, and $25 values for $15.90.

* * *

A nineteen-day sale was recently held by C. H. Piere, Hespeler, who is retiring from business. With every $2.00 purchase a key for a prize piano was given away. The holder of the right key on July 27th was presented with a piano.

* * *

"Attend Scroggie's weekly band concerts at Maisonneuve," is a display line appearing in the advertisement of W. H. Scroggies, Ltd., Montreal. Such events undoubtedly give prominence to the firm name.

* * *

"Stop on the car till you get to Rea's," is the headline on an advertisement of A. E. Rae & Co, Ottawa. The reason why is contained in an announcement to the effect that "Tuesday, the last day before stocktaking every department will have something extraordinary to offer."

* * *

J. F. Cairns, Saskatoon, recently advertised a sale of $16,000 worth of smoke and water damaged merchandise, and announced that no C.O.D.'s, no exchanges, and no refunds would be allowed during the sale.

* * *

The merchants of Galt held their fifth annual outing at Port Stanley, July 25th. They required a train of sixteen coaches, took with them two bands, and during the day had an exceptionally good time.

* * *

The Arcade, Hamilton, celebrated their second birthday as a department store, Wednesday, July 31. The store was closed all day, and the staff excursioned to Centre Island, Toronto. On the following day they held a "Customers Birthday Party," where a special two-day sale was launched.

* * *

As a curtain raiser for their midsummer sale, Richard Hall & Son, Peterboro, recently used a full length column wide space, margin position. The announcement read, "We are getting ready for the greatest midseason sale Peterboro has ever known. Wait for it. Watch for it. It commences Saturday next."

Myrand and Pouliot, Quebec, use as the heading for an advertisement the motto, "Honi Soit Qui Mal y Pense," and apply the point in the following sentence: "Whether our competitors are satisfied or not, we are certain that our customers will appreciate this week's sale.

* * *

Prowse Bros., Charlottetown, on the occasion of the visit of the Duke and Duchess of Connaught, held a "Royal Commemoration Sale of clothing and furnishings," with the object of making the royal visit an event long to be remembered in this city."

* * *

Kirk & Gorey, Sydney, Cape Breton, evidently believe in making their advertisements enter into the spirit of special occasions on the occasion of a recent function they headed their advertisement thus: "To our guests Kirk & Gorey extend a Cape Breton welcome. The gates of the city of Sydney stand open."

* * *

"The busiest spot at any season." This is the heading of an advertisement for E. C. Currie Co., Fort William, and directly underneath this caption is the paragraph: "This is the busiest store I have been in for a long while,' is the remark from visitors every day. We listen to such compliments, not occasionally, but often. There's a reason—or rather many of them."

* * *

"We will not stay in Dunnville after July 25, 1915," is a display line in a full page advertisement by Boughmen's Store Emporium, Dunnville. This is a somewhat positive, if unusual way, of declaring one's determination to go out of business, despite any influence to the contrary. A somewhat different viewpoint is suggestion by the "Closing out" advertisement of E. J. Vincent, Parry Sound, who asks the people to "Spend a little of your time with us before we leave the city." This is followed by several paragraphs descriptive of the event, of which the following is one: "When E. J. Vincent, Limited, put on a sale the entire population comes down—the visitors take notice—the buying starts—the staff works overtime to keep the goods on display." One would be inclined to remark on reading this advertisement that, if a sale has this and other wonderful effects noted, there is going to be a good opening in Parry Sound if J. Vincent, Limited, insist on leaving.



The staff of the Cressman Co., Peterboro, on their annual outing at Highland Park, on the Otonabee River. This holiday is invariably looked forward to with pleasure by every member of the staff, and it always measures up to anticipations.

Three bills, one tan, another scarlet and the third green, have recently been received by the Review. The first is 6 inches by 11 inches, or dodger size, and is evidently issued regularly under the heading "The Bright Store News," by H. S. Bowden, Pembroke. The second is a larger sheet, 13 inches by 15 inches, containing features of the midsummer clearance sale of R. B. Brown, Brigden; while the third is about the same size, printed crosswise, and deals with the "Great July Sale" of Ashwell & Co., Chilliwack.

The first comment that the Review would make upon these bills is with regard to the colored paper. Auctioneers are said to prefer flashy colors for their bills of sale, the theory being that the eye is thereby more readily attracted. But there is the question. If a thing is worth printing at all it is worth printing well, and in a manner in keeping with the dignity of the business. The best advertisements, the best things of any kind and for any purpose have been printed in black and white; no combination is more agreeable to the eye, or appeals in just the same to the greatest number of people. There are people who will look at a neat dodger or circular on white paper, who would not favor a colored sheet with a second glance.

The second criticism is that the bills are hardly big enough for the business which they represent—not from the viewpoint of dimensions, but from the manner in which goods are discussed. The Ashwell bill contains too many figures and they do not give their values sufficient opportunity. When they say "men's shoes, $2.25 for values to $3.00" some customer is sure to conclude that on certain articles there cannot be so much difference as to warrant bothering. If there were "thousands of bargains" in the store why not select a few leaders on which the reduction is strikingly evident and arouse the interest of the people on those few items rather than catering to it by a mere enumeration of many. In an event of this kind the sensational leader, played up strongly is the thing. The average shopper does not know enough about values to appreciate fully a list of figures in which contrasts are toned down too finely by the wording. People will enthuse over a leader value and this will help sell the other goods.

The same comment may be made with regard to the Brown advertisement. It is not emphatic enough in those lines on which the merchant is confident he can expect a strong run. In each department it is desirable to have at least one item which will set people talking.

Bowden's "Bright Store News," if issued regularly, could do with less introductory space. The Review would suggest that the dodger be divided into two columns, a date line be introduced, and the space arranged more after the regular newspaper style. It is a good idea to give the people regular information with reference to the store's leaders, and if dodgers must be used, a white sheet neatly printed, and with some special features played up in panel form is suggested. One of the two opening panels could have been dropped to make room for such an item.

Was Closing By-law Broken?

Case at Peterboro in which defendant declares that what was regarded as a sale was only delivery of a sale.

A somewhat interesting point bearing on the shop closing by-law came out in a recent case at Peterborough. Norman Sukloff was charged with violation of the by-law, and the chief witness stated that on the evening of the day in question she had occasion to enter Mr. Sukloff's store and while therein a lady and gentleman came in and made the purchase of a hat. The transaction took place after the legal closing hour. Witness related the circumstances the day after to the proprietor of another store, and the latter caused proceedings to be instituted against Mr. Sukloff, on the contention that the latter had violated the shop closing act by reason of his having sold goods after the legal hour for closing had arrived.

An employe of Sukloff's store testified that on the day in question he had marked the hat in question, sold. He had done this upon the information of a clerk, who claimed having sold the hat to a lady early in the afternoon. It was the intention of the purchaser to call for the goods when on her way to the train, which would be later than 7 o'clock.

Counsel for defence in summing up the case, interpreted the meaning of the word "closed" as contained in the by-law to mean closed in the sense of doing business, and not necessarily meaning that the door itself should be closed, as it is often necessary for a storekeeper to be detained in his store after the closing hour.

He submitted that the evidence of the witness was based principally on conclusions and not on facts. He had no doubt as to the girl's veracity in giving evidence, but submitted that what took place was not a sale, but a delivery of a sale, and that it was upon these grounds that the witnesses' conclusions had been drawn. He laid special stress upon the fact that the case was laid by a rival merchant, and that the onus of proving that a sale had taken place after hours rested with the prosecution, who up to this time, had failed to produce evidence to show that such was actually the case.

The magistrate reserved judgment.

Building New Warehouse

Revillon wholesale, Edmonton, extending their facilities — What J. E. Brown, the manager, says of prospects in the West

Revillion Wholesale, Ltd., Edmonton, Alta., has had plans prepared for a warehouse, costing $250,000, at Fourth Street and Athabasca Avenue, where the corporation has a site of 150 by 135 feet. The structure of steel, concrete, pressed brick and cut stone, will be six storeys in height, plus a full basement, with walls of sufficient width to carry two additional floors. The aim is to complete the building early next January.

The sample rooms will be finished in quartered oak with glass showcases and other high class fixtures. There will be three freight elevators, one of the spiral gravity type for sending heavy ware from the upper floors to the shipping floor and basement.

The firm was recently re-incorporated with a capitalization of $1,000,000. It operates the Acme retail store at Jasper Avenue and Second Street, with wholesale departments in Second Street, and deals in hardware, groceries and dry goods.

"Our retail and wholesale business has about doubled in the last twelve months," said Mr. Brown, the local manager, "and indications are that the coming year will be even better.

"The city of Edmonton is growing; in fact, I believe it is developing more rapidly than any city of the 50,000 class on the continent, and new towns are springing up all over Alberta as the result of the transcontinental railroads opening new territory to development and settlement. Business in the farming centres is brisk and with a large crop practically assured there is every reason to look for an active season.

"Edmonton, of course, reflects what is going on in a development way throughout central Alberta. The city has made wonderful strides in the last five years. The census completed on July 6 shows a population of 53,383, as compared with 30,402 in 1911, and 13,385 in 1906. Last year the building operations amounted to $3,660,327, while for the first six months of 1912 the permits issued involved a total expenditure of $7,762,022, and it is estimated the total operations for the year will be well over $12,000,000. The assessments of the city have grown from $6,620,985 to $123,000,000, exclusive of exemptions in 1912. It is expected the tax levy will be between 10 and 12 mills on the dollar this year, as against 13.7 mills in 1911.

"Edmonton has the single tax in full operation. Even the business tax has been abolished. The city owns its public utilities, such as 40 miles of street railway lines, a telephone system, waterworks with 94 miles of mains, and electric light and power plants. It also has an adequate sewerage system of 81 miles and 120 miles of sidewalks and many miles of paved streets. Contracts in hand call for 350,000 square yards of paving to be completed this year."

Following the transfer of the Gibson properties in Nashwaak and Marysville, N. B., to the Edward Partington Pulp & Paper Co., St. John, N. B., the dry goods stores now operated under the name of The Marysville General Stores, Ltd., are undergoing extensive improvements.

Her Ladyship

The product of the best brains in the country—garments designed by men who study the wishes of the Canadian buyer—put together by experts, and possessing all that beauty of finish and individuality your customers are looking for.

In fit, finish, style and value they are unsurpassed.

Our travelers are out with new samples now.

Say when one may call on you.

THE W. R. BROCK COMPANY (Limited)
Montreal



MILLINERY

At New York Opening.

All sorts of curiously shaped ostrich, hackle and pheasant fancies are shown. Singed swan is a feature.

Ribbon is used lavishly as a trimming for the Fall hat, moire and bengaline leading. Pleatings, flat bows, choux, covered button effects, are all used and widths vary from two to six inches.

New York's Advance Display of Millinery

Percentage of pretty hats said to be smaller than usual — Velours lead in hats for practically all occasions — Malines prominent in French hats — Postillion hat season's best seller — The predominating colors.

The curtain of the future has been lifted, ever so little, to enable those who have prior rights to gaze into the immediate millinery future, not so much with admiration as with dismay at the handiwork of the Parisian designer. The percentage of pretty hats is surely lower than usual this season, but those that are pretty are very pretty indeed.

CRY FOR MORE TRIMMING.

Criticism number one is that the majority of hats, particularly the large ones are very messy and often home-made looking things. Those of the importers who have just come back from Paris echo the report that the cry of more trimming is having effect at last, and that many modists are not only using trimming enough to please the most exacting, but are making up hand-made hats as well. The latter part of this statement is not much more than hearsay at present, but the former has the hats as evidence. It must be admitted that some attempts to crowd several kinds of trimming on a hat are far from pleasing, particularly when the hat itself is of heavy velour or plush, and of rather indefinite outline—which is very often the case. To begin at the beginning, hats are made of velour, plush and velvet, of moire, bengaline, satin with velour or beaver facings, or of fur. and are themselves rather heavy-looking but often very handsome.

PROMINENCE OF VELOURS.

Velours are the leaders for hats for practically all occasions, and these run into money. Ladies' hatters are already showing banded velours in their various stores at fifteen and eighteen dollars. Velours come in such exquisite colorings and are so soft and becoming that their success seems assured. In fact velour bodies are being bought up, for a shortage is expected.

A few fur beavers are being shown and later on it is very possible that they may be in great demand. Hatters' plush, or pressed beaver was conspicuous at the openings, particularly in white and most often for small, stiff-looking hats. A small cream bowler hat with white hatter's plush crown and narrow brim of black velvet or moire, is repeatedly seen, often trimmed directly in the front with a severe stick-up of cut ostrich, or stiff wings, but trimmed sometimes at the side with a most unusual arrangement of straight white paradise, this being applied with the tails hanging from the brim to shoulder, in a line perilously near straight. A great number of these decidedly English-looking small hats are being shown and rumor had it that large hats were not in the lead in Paris, nevertheless some very large ones have been sent us from there for the love of the picture hat is an American characteristic.

VOGUE OF OPPOSITES.

The large hat is the exact opposite of the small in almost every particular. Small hats are very severe, and stiff to a degree and trimmed in the front with a stick-up which is rather squat looking, judged from last year's standards, while the large hat has most often a soft look about the crown and a wavering and often broken brim line with almost any kind of garniture.



A Specimen From The McCall Line FALL 1912

WE solicit your inspection of our complete range at your earliest convenience.

OPENING DATES:

At Toronto Aug. 26	At Winnipeg Aug. 26
At Montreal Sep. 2	At Ottawa Sep. 9

At Quebec Sep. 9

The D. McCall & Co., Ltd.



Late Fall model showing new wing and ornament treatment. Debenhams (Canada) Limited, Montreal.

MALINES HATS AND DRESSES.

Mid-summer brought us large hats with an extension of Malines and often a scant ruche or bias ruffle, making a soft edge. Winter has adopted this fashion and one sees it repeatedly. Malines is very prominent on the French hats sent us so far and in Paris women are wearing Malines dresses as well as hats, and are using it in great quantities, so that the Malines-edged beaver or felt hat seems not inappropriate.

FIRST BEST SELLER.

The postillion hat is the season's first best seller. This hat is various in its shape, but its chief feature is that is is decidedly narrower and very long from front to back. The crown varies, as does the manner of its trimming, but the postillion hat is a feature and must be in every exhibit it seems. A very lovely Germaine model is in black hatter's plush, faced with velvet, the brim edge finished with three rows of black soutache braid. The hat was trimmed flat with two novelty feathers, one pointing forward and the other back. These feathers were not unlike curled Spanish coque in coloring, but were shown as "singed swan." They were mounted from a centre quill, curling outward at side, each piece of feather being singed at its edges. This produced a feathery effect which was very pretty.

SHAPES DECIDEDLY LOWER.

One thing is noticeable in the new shapes, that they are decidedly lower themselves, nor does the trimming tower as it did last season. To be sure, plateaux are mounted on exaggerated barettes, but this style of hat is to give variety. A stunning example of this new vogue was in velvet, the darkest of the satan shades (flame). Dull gold lace about seven inches wide was pleated from the centre to brim edge. Around the upper edge of lace was a band of skunk, and from the centre sprang two stick-ups of goura, one black and one white. The plateau was mounted on a very high barette at the back, the space being filled in with a flat bow of velvet, and the sides of



Two smart Fall models shown by D. McCall Company, Toronto

YOU ARE INVITED

To visit us in connection with your millinery buying for Fall. A whole lot of folks who do not mix business and sentiment say it pays them. We have a notion that it will pay anyone because of our close connection with the best makers.

Your Buying Right

In value and style at the beginning of the season tends to a good selling start and helps the profit end at the wind up.

We Suggest the Advisability

Of your seeing what we have to offer. We do not carry stock, but we always have some lines over from shipments. We also have some of our makers send us out novelties specially for opening time.

These goods will be open for inspection
August 15th to September 5th.

Naturally first choice is best.

Newest effects in

Mounts, Ostrich Goods, Ospreys, Fancy Ribbons, Ornaments,

together with

Ready-to-Wear
Trimmed and
Untrimmed Hats

Make a Memo now to remind you not to "**Forget.**"

Mr. Starr, Mr. Muldrew, Mr. O'Leary, Mr. McGill will be pleased to see old freinds and make new ones.

Continental Manufacturers Syndicate,

Limited

77 YORK STREET, TORONTO

the plateau shelved down almost flat against the side of the head. This idea in smaller hats was also noted. A medium-sized pressed shape, with rather low crown and rolling brim (really a sailor), was trimmed on the under brim with a large jet ornament and two fancy feathers arranged to simulate a bow. One also sees this hat trimmed around the lower brim with ribbon bowed rather stiffly at the side.

SOFTENING EFFECTS.

Beaver facings, fur facings and other softening effects are used for satin, bengaline and moire shapes, as well as velvet and speaking of velvet, mirrored effects are being seen again.

Fall 1912 Millinery Opening



Buy direct from the manufacturer and save 50% profits. Compare the following prices with that of the wholesalers, and you will see for yourselves.

Buckram Shapes at $2.25 doz.
Buckram Crowns at $1.50 doz.
All Kind of Felt Hats at $10.00 doz.
High Grade Plush Hats at $36.00 doz.
Silk Velvet Hats at $32.00 doz.
Velvet Hats at $22.00 doz.
Velveteen Hats at $15.00 doz.

FOR IMMEDIATE OR FALL DELIVERY.

New York Hat Mfg. Co.
284 Notre Dame St. West, MONTREAL
(SECOND FLOOR)

It is hardly possible to write of shapes and not refer constantly to how they are treated. In general, small hats then, are stiff and trimmed at the front, while large hats are trimmed flat, the trimming being applied to the upper brim, sometimes entirely encircling it, or on the under brim.

Amazons and novel arrangements of tiny tips lie flat on or against the brim, and it is not infrequent to see the trimming falling over the edge and breaking the outline of the hat.

FUCHSIA AND TULIP SHADES.

And now about colors. The fuchsia and tulip shades are very prominent in velours and plushes, as are the greyish-yellow citron shades in feathers and the Alazan brule shades in plush, velour and velvet, and the taupes and smoke greys and drabs that are "Tempete," "Gentiane," and "Levrette" on this year's color card. The darker of the Satan range, really on the terra-cotta shades and a deep purplish red, which is exactly the shade of claret, are all good with black and white (in combination), far in the lead. The only strikingly conspicuous colors are the citron and charmille and these greenish yellows are very prominent, very difficult to wear and not overly lovely, although when used with discretion on some shades of brown, or on black it is very smart.

RIBBON USED LAVISHLY.

The prominence of ribbon as a Fall trimming comes as a surprise to many. It is used lavishly, moire and bengaline leading, the latter very often with picot-edge (usually in contrasting color). Pleatings, dog-eared and otherwise, flat bows, choux and covered button effects are some of the uses to which ribbon is put. White moire ribbon on black velvet is a feature, and not only moire ribbon but piece goods as well are used extensively. Ribbon from 2 to 6 inches are the best sellers.

BUCKLES AND OTHER ORNAMENTS.

Anent ornaments, the newest are very severe looking metal buckles, decidedly in the shoe buckle class! These are used on the small hats, one often directly in

(Continued on page 32)

TO THE MILLINERY TRADE

We offer an exclusive line of BUCKRAM SHAPES (complete), at $2.25 per doz., and Pressed BUCKRAM CROWNS at $1.25 per doz.

Write for sample order of quarter-dozen lots of a style

SATISFACTION GUARANTEED

MONTREAL HAT AND FRAME CO.
388 Notre Dame St. West MONTREAL

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN BUY_____

_____

_____

NAME_____

ADDRESS_____



DRESS GOODS and FABRICS

The Buyer's Viewpoint

For Summer, 1913, a very wide range of novelty in cotton fabrics is shown. In this connection the future of rough-surfaced cloths seems assured.

Velour de laine, boucle and zibelines included in the new weaves for next season. The favor shown for plaid in Paris is regarded as significant.

Diagonal weaves a prominent feature — Quiet mixtures in brown, tan and grey are in high position — Blue the leading color — Big showing of cotton fancies for 1913 — Satins and changeables are features

THERE is little doing in the fabric market at the present time, for this is a strictly between-season period. Early orders are placed for the coming season, and the novelty development that usually takes place will not come about until the advent of buyers next month for the opening.

Serges in their many weaves still are the leading fabric, and are selling in fine weaves for dresses and children's wear, and in heavy weaves and rough finishes for suits and outer garments. In the finer serges for dress purposes though, navy is by far the best seller, there is a growing feeling for novelty shades in blue, and also for tans, browns, creams and grey.

The feeling is strong for diagonal cord weaves, for not only are serges selling, but whip cords are heavily ordered, and the fancy mixtures and tweeds often show the diagonal effect. Though there is a decided leaning towards plain cloths, neat, quiet effects in mixtures, mostly with a raised finish, are selling. What may be termed sporting effects and heather tones, showing browns and tans and different shades of grey, are decidedly in the lead. From orders placed, there is every indication that narrow stripe effects are included in the fall category.

In novelty fabrics, eponges will have a high place. The latest effects show brocaded patterns that are very handsome. Velour de laine, boule and zibelines are included in the range of novelty cloths. There are many indications that point to a return to plaid fabrics. Paris is said to be favoring plaids and it is predicted that when the Paris openings take place next month, plaids will be a prominent factor.

High Novelty in Cottons

Eponges, ramies and rough fabrics are strongly featured — Voiles, reps and Eoliennes the leading staples.

Advancing prices in cotton goods are due rather to the increasing cost of manufacturing. Higher wages have to be paid not only to the cotton operatives, but also to other workpeople indirectly interested in the production of cotton fabrics, and all these extras go to advance the price of cotton materials.

Preparations for the Summer season of 1913 are now under way. A very wide range of novelty fabrics is showing, but the chief interest so far is taken in the staple lines such as cotton voiles and prints, cotton reps and suitings.

Many mills are making a feature of pure cotton voiles made in finest weave and the softest of finishes. The majority of these voiles are piece-dyed, though some prints are featured. Novelties show tambour,

VOLUMES COULD BE WRITTEN

about the FINISHES guaranteed by

THE



THE BRADFORD DYERS' ASSOCIATION, LTD.

39 WELL STREET, BRADFORD, ENGLAND

LONDON OFFICES: 128 and 129 Cheapside, E.C. Telephone: 8440 Central.

Please mention The Review to Advertisers and Their Travelers.

Macrame and heavy embroideries. Another new cloth shows a voile ground with hard-twisted whipcord stripes in silk. Reps and eoliennes come in changeable as well as solid colors, many showing three and even four different colors.

In the novelty class, due to the prominence of crepes, fine cotton crepes are showing, and there is a long list of suiting fabrics with whipcord and pin stripes.

The high novelty in cotton goods lies in the rough-surfaced fabrics. Sponge cloths have had an enormous sale on the European market, and have leaped into great favor, so much so that their future seems to be assured. This means that they will be freely offered on this market for the coming season, not only in white, but in a full range of colors. Ramie suitings in rough homespun finishes and effects are well thought of, and the rough linens and crashes that have sold so well to the better trade will have an extended vogue another season.

Satins and Changeables

Charmeuse and crepes both plain and brocaded stand first in novelty features

Soft-finished satins are the leading fabrics taken from the amount-of-sales standpoint, but from the viewpoint of new fabrics more interest is taken in charmeuse, meteor and crepe de Chine. These fabrics are attaining prominence because they allow of the use of the necessary fullness without interfering with the much-liked slender outline.

Not only are these fabrics shown in plain cloths, but handsome self brocades are being featured. Velvet brocaded figures on a chiffon ground is another high novelty showing. This material combines the vogue of velvet with the soft, clinging and draping qualities of chiffon. Handsome brocaded effects in both satin and taffeta are also showing.

The interest of the popular trade in changeables is still strong, and changeables in both satin and taffeta will have a high place in the Fall selling.

A specially prosperous pile season is predicted, particularly in corded and fancy changeable effects. Velveteens and even in a stronger degree, corduroys and fancy cords will be a prominent feature.

Beaded Allovers and Flouncings

Veiling houses are hopeful of more than a staple business this Fall, as there is a wider use of veilings noticeable in the leading fashion centres, and a considerable vogue is springing up for the smaller meshes and spiderweb effects. On this side of the Atlantic Shetlands are the best sellers, and any new mesh effect or pattern that has merit is quickly taken up both in individual veils and in piece goods. Just at present, white is almost exclusively asked for.

Embroidered nets, beaded nets and beaded chiffons are in a high position for Fall, and are showing not only in piece goods, but in wide flouncings, with bands to match. Crystal is perhaps most prominent, but silver, steel and gold are in high favor. Painted or printed chiffons in Pompadour or Jouy designs and colorings are enriched with lines and classic patterns in beads. Handsome patterns, worked out crystal and colored beads are showing, and also black nets beaded with jet.

The fashion of wearing a scarf is one that will not down. The new scarfs have wide borders of picot edged ribbon. Ombre effects in stripes are seen. Handsome scarfs come in beaded nets and have jetted and beaded fringe as a finish.

New York Millinery Openings

(Concluded from page 28).

the front, of gunmetal, silver, or steel. Jet is also in the running, some beautiful jet bead garnitures being seen, as well as those of iridescent beads. The novelty of novelties, however, is the pressing into service of the shoe buckle for millinery!

BEAUTIFUL OSTRICH EFFECTS.

There are so many beautiful ostrich effects that it seems hopeless to try to enumerate them. Amazons are in favor and all uncurled, straight-quilled feathers. Willows are being talked of as a good possibility and bands of small curled tips are used. Lovely shaded feathers are shown. A popular idea is to use two straight feathers, say one black and one white, and tie them together about four inches from their base with ostrich. All sorts of curiously-shaped ostrich, hackle, and pheasant fancies are made, and practically every one is tight at the base and full at the top. This is true of wings which are mounted in pairs. These coquades are very smart and new looking.

Wings are well thought of. Pheasant is a pure thing, coque is good in big swirling clusters, paradise, goura and innumerable nameless "nature fakers," not overlooking "singed swan" are being shown in black and white and in colors.

An occasional hat trimmed with velvet poppies, large silk and velvet roses and wheat are used, and occasionally one sees small clusters of silk berries or fruit.

It looks like a feather and ribbon season, but don't overlook Malines.

Eleanor Gunn McClelland.

A. F. Revol, managing director of Perrin Freres, Montreal, sailed from New York July 21. His trip, a business one, will last about six weeks, during which he will visit England, France, Germany and Italy.

"B.B." TORCHON

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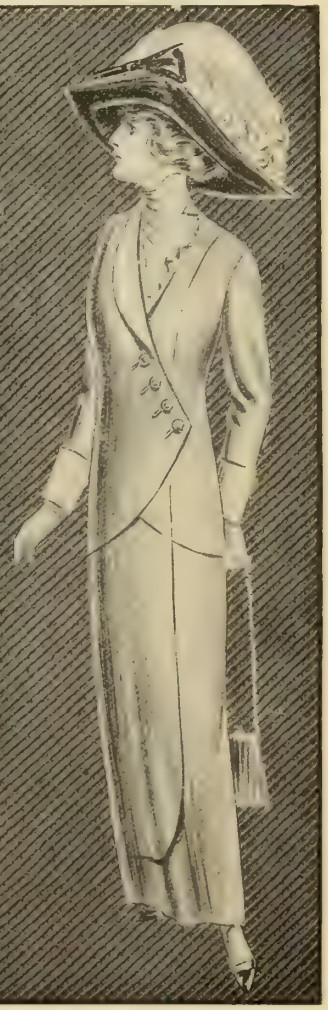
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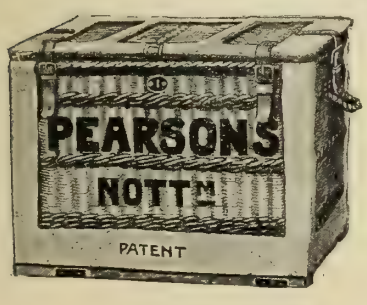
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Please mention The Review to Advertisers and Their Travelers.



Growing importance of this department makes division of lines according to season advisable — Will enable merchants to anticipate closer to demand — Many added lines for next season — Help problem felt by some mills — General disposition to curtail ranges — Blazers, Norfolks and sweater coats

KNITTED goods retailing and manufacture have developed an unprecedented yearly demand in all departments. A particularly promising outlook for Fall, combined with sufficient novelty in later samples and specialization on sample ranges for Spring, 1913, points to unusual selling and limited output. Several new ranges have to be considered.

No limit seems to be indicated in the development of knitted goods generally. Improvements combine new lines, style and novelty, and all-round seasonable wear for every occasion or use. They include athletic, outing, sport and utility garments for inside or outside wear in greater assortment than ever. The production of up-to-date and distinctive sweater garments and accessories, featuring weaves, styles, color and combinations and the addition of new ranges in well-known brands of underwear has become bewildering. Canadian knitted goods again demonstrate their superiority to the trade. Each garment is included for one or more numerous reasons, such as style, superiority of value, design and patented or other improvement in the host of new samples now ready or preparing for the market.

These conditions tend to make knitted goods selection and departments more important than ever.

* * *

Divided According to Season

The first departure and outcome of this importance is the decision and announcement by manufacturers that Spring and Fall samples of knitted novelties, coat sweaters, etc., will be divided according to season. Placing and sorting trips will be made each season. Samples are to be shown to the trade. Sept. 1st for March, April and May delivery, and in January and February for August, September and October shipment, with regular terms.

This division and development of Spring samples enables merchants to anticipate closer to demand and to place orders more proportionately to the date of retailing. Instead of dividing shipments, early or late, and including those garments which good judgment shows to be likely to sell first or be affected according to weather conditions or instead, leaving instructions with manufacturers to divide orders with that idea in view, buyers can now choose numbers from each separate season's range and have shipment to date.

This arrangement, besides making the merchandizing of knitted goods an all-year proposition, also overcomes the past trouble of sold-out lines, and the inability to get delivery on repeats within a seasonable time.

For instance, Spring ranges specialize on lightweight goods for men and early novelties and suitable weight garments for women and juveniles. As the season develops, lines for athletic, outing, camping, tourist trade and summer holiday wear are featured. For Fall, while ranges will necessarily be proportionately larger, samples include all heavier garments for Winter wear and novelties for Christmas selling.

* * *

Advantages to Merchants

The advantage to merchants is self-evident, and the growth in manufacture prompting the move is a hint to department managers of the accruing possibility to increase the section. The development embodied in the Spring ranges is another suggestion, and comes as a surprise to the average buyer on account of many added lines, which heretofore have been treated, as special or club orders, and not being carried in stock to any extent, were neglected.

The directors of one or two new mills have not fully decided whether to sell to the retail trade direct or through the wholesale. However, these new ranges will be on the market shortly and have their leading lines of interest before trade at large.

The

"Monarch-Knit"

BLAZER

FOR IMMEDIATE DELIVERY

$27 Per Dozen

A LIVE-WIRE SELLER

Every Woman will want a Blazer—the Outing Coat of the Season

Colors—Navy and White, Cardinal and White, Navy and Cardinal, Grey and Cardinal. Sizes—34, 36, 38, 40 and 42. Mail your order to-day.

TORONTO SAMPLE ROOM, AUG. 19—SEPT. 21
Room 16—Gray Building, 24 Wellington Street West.

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at:

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO



Norfolk blazer made in three width stripes and best combination colors and yarns. Actual photo of smart utility garment for outings and Fall wear.—Courtesy Penmans, Ltd., Paris.

Mills Feel Help Scarcity

Some are running every night in week to meet orders — Deliveries on Spring lines will be good.

Scarcity of help is a problem in most every town. Several mills are working departments overtime and running every night in the week until midnight. This problem is more marked than usual, and while new mills are starting each one is bound to get a share of efficient help and of those young people who have finished school and decide to work in the mills. Manufacturers find that changes occur for no other reason than a desire to work in another mill for a time. In many of the knitting mills managers have been instructed to show and help those workers who are apt to learn.

Sometimes employers are handicapped by indifference. There are young people who once they leave home are quite unconcerned, and would as soon be in one town as another. They naturally have friends whom they take with them, and changes continually occur. In one mill, sixty machines are idle and cannot plan to anticipate orders until sufficient help is procured and the department organized. Again, the help available has only reached two-thirds the output that efficient help could handle.

The problem of help is one of the most serious before the trade, both in its effects on deliveries and increased output necessary, and is without any apparent remedy at the present time.

Give Specified Service

Deliveries for the most part on Spring lines will be good, however. Doubling the seasons in sweater coats and novelties will enable these mills to give specified delivery because the rush of orders will not come all at one time, as in the past, just when merchants want the goods. In this department buyers are confidently assured that deliveries will be greatly improved for this coming season. Those new mills which are late with samples hope to meet shipments because of ability to turn out rush orders just as soon as their factory is in running shape.

In one or two underwear mills shipments may be later than usual, but not enough to delay the retailing end.

Curtailing Their Ranges

Only in one or two cases have extra samples been added — Helps buyers, lessens expense — Closeness of style trend

The disposition throughout the trade to curtail ranges is general. In one or two cases only, extra samples have been added, but the decision of several underwear manufacturers means smaller ranges ultimately. In one range, all colored lines for men are thrown out and while style and demand are evident, sales have not fallen off sufficiently to stamp this change as ill-timed. Best values in the lines merchants want, and representing the values manufactured, whether some other maker shows goods claimed to be competing or not explains the attitude of several manufacturers. As a rule, buyers do not have time to go through a large range of samples and as most merchants insist on confining or specializing to one or two ranges, a good cause is given to lessen the number of styles at each price.

In a few instances, style and value from the retailer's viewpoint, have a lot to do with the matter, but if a merchant is satisfied with a range as a whole he is apt to be confident of leader lines contained in it. By curtailing the numbers and keeping machines on staple lines, manufacturing cost is lessened and values are enhanced on those leaders to compete to greater advantage.

Follow Style Trend Closely

In many points the new sweater coat indicate style influences that are usually strongly marked in ready-to-wear garments

Another of the notable changes in knit goods manufacture is closeness of style trend as reflected in prevailing modes of ready-to-wear garments. This is so in coat sweater styles, both for Fall and next Spring, and different features compare directly with those important style changes of novelty ready-to-wear now shown. Hitherto, detail of style has been

NO HOLES
For Profits to Slip Through



Because of the SPECIAL Pen-Angle knitting process (which shapes the foot, ankle and leg to fit smoothly and comfortably), Pen-Angle Full-Fashioned Seamless Hosiery — for Men, Women and Children—will OUTWEAR ANY OTHER hosiery you can offer your trade, at the price.

Pen-Angle is the hosiery for you to sell, For Pen-Angle Hosiery gives satisfaction both to your Customers and to you. Satisfaction to your Customers because of exceptional value and long wear—satisfaction to YOU because of Quick-Sales and Big Profits.

Now is the ttme to get your stock in. ORDER TO-DAY.

Penmans Limited
Paris, Canada

Underwear
Hosiery
Sweaters

PEN-ANGLE HOSIERY

Please mention The Review to Advertisers and Their Travelers.



Smart model tailored blazer in correct color combinations for Fall novelty trade. An exclusive design by the Monarch Knitting Co., Dunnville.

neglected, but inspired by designers and justified by the element of competition, within the department, sample ranges are now fully up-to-date in advance ideas. This development is bound to affect sales in sub-sections and be noticed in retailing. Short coats as seen this season are rivalled by the style of novelties in knitted goods in appearance and price.

Better fitting and desire for less, if warmer, underwear, has changed demands and brought forward improved undergarments. The advent of patented and improved lines and weaves has changed the selling standpoint somewhat. Knitted novelties are competing strongly from a style standpoint, and take into account all the influences likely to change demand. Later novelties appearing during the sorting season are such as to enable merchants to tone up stocks during special buying trips.

Ranges Cover 100 Samples

Knitted blazer and Norfolk coats the novelty for Fall — The probable selling ratio — Correct outlines give mannish effect

Merchants are especially interested in sorting and Christmas novelties and Spring ranges of knitted sweater coats, middys, pullovers, athletic (gymnasium, swimming and rowing) and kindred lines. Those ranges going to the trade include over 100 samples. To give a detailed idea of the numerous styles at this early date is impossible and premature because assortments will not be completed until Sept. 1st, and merchants have plenty of stock and are still busy on repeats for Fall. It is not the intention of manufacturers to divert this business.

For Fall knitted blazer coats are the novelty hit in style and values. They can be procured by the trade for immediate delivery. Norfolks and blazers are typically Spring and Summer garments, and for this reason makers did not intend to show new styles before the Spring range was ready in September. However, owing to numerous inquiries both by the wholesale and retail trade some splendid numbers are shown and early styles have already been shown over the counter in the larger centres.

Retailers and customers have to decide on the popularity of knitted blazers and Norfolks. The early selling ratio of coat or Norfolk styles will determine in a great measure their selling proportion for next year. At present, manufacturers estimate equal quantities, but optimistic reports from some localities call for double quantities on Norfolks. Norfolks are not new, being a revival of those early styles shown when knitted garments were first improved. The fact that they are a change, and can be bought out in plain as well as combination colors is favorable to continued selling. Splendid sales have been made by stores across the line, and the height of the selling run will be reached next season. Success will largely depend upon confidence in the novelty and in having garments with correct details. The criticism that colors and styles are too marked and only suitable for misses and young people is answered by the appealing novelty of blazers for this very reason. (Range from $27 to $42 dozen.)

Correct blazers and Norfolks are shown by several mills and range from $27 to $42 a dozen. In most cases, two styles are sampled and, for this season at least, colors are restricted, because mills have all they can handle at present, and to make every color combination would lead to trouble, both in changing machines and filling orders on time. Three and four different width stripes in as many different weaves are shown with medium stripes best. For most buyers, selections are guided by such details as appearance, fit, finish and development in collars to give proper set and tailored coat effect are important.

The trade is asking for high class garments, and the correct outlines give a mannish coat with coat

St. George



UNSHRINKABLE
UNDERWEAR FOR MEN

Because It's Right Men Wear "St. George"

Men who wear "St. George" declare it to be the final word in underwear comfort and value.

Years of steady and persistent concentration on this brand of underwear have served to place it in an admirable position with the better men's trade.

The style, fit and finish of "St. George" Underwear, backed by a superiority of quality, make this a profitable line to handle—it's underwear that satisfies.

All weights and sizes handled by all jobbers.



Radium Hosiery



YOU SEE THEM EVERYWHERE

The "RADIUM" label is a guarantee of quality, perfect fit and fast colors in hosiery—for Men, Women and Children.

Our National advertising makes it easy for you to sell this line—and it pays a good profit.

How is your stock? Samples for Spring, 1913, are now being shown.

PERRIN FRERES & CIE.

28 VICTORIA SQUARE, MONTREAL

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THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses





Coat Style No. 392 at $26.00 per Doz.
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DOMINION BRAND

READY SELLERS
Knit Coats, Toques, Sashes and Mitts

are the acme of perfection in knit goods. They are stylish; serviceable and popular, and becoming more popular every day.

If you handle knit goods handle the kind that gives profit and satisfaction.

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The Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

"King Quality" The HOSIERY HOUSE of Canada "Queen Quality"

Our travelers are now on the road for Spring 1913 with these two lines—KING QUALITY MEN'S HALF HOSE and QUEEN QUALITY HOSIERY & GLOVES for women and children.

The lines throughout are most interesting and it will pay you to wait for our representative.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.



LADIES' UNDERWEAR
FOR FALL 1912

Our samples for 1912 are now in the hands of our travellers and we beg to call your attention to our new Combinations in the well-known brands,

Zenith BRAND REGISTERED — Crescent BRAND REGISTERED — "Velva" BRAND

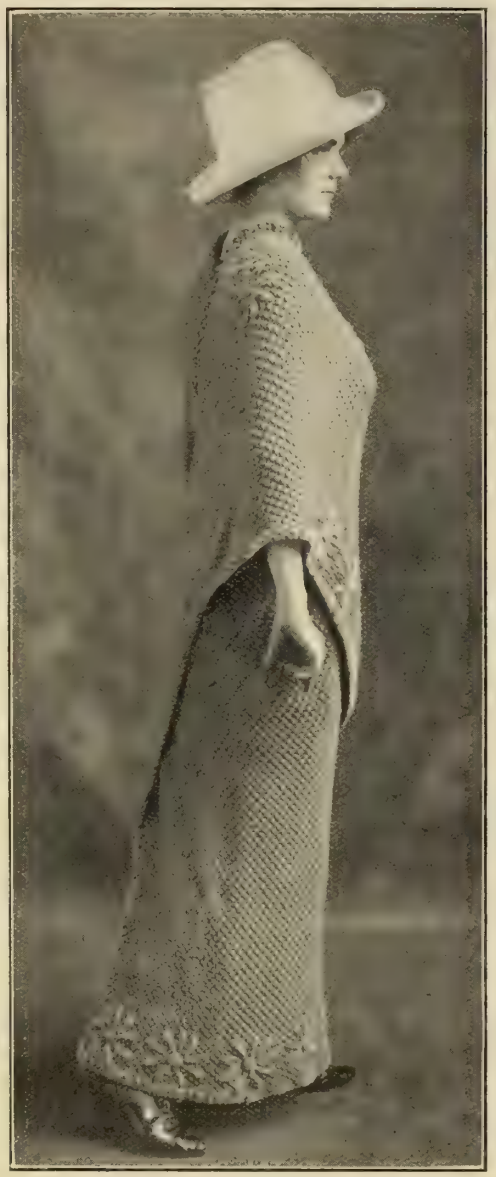
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S. Lennard & Sons, Dundas, Ont.

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RICHARD L. BAKER & CO., 100 Wellington St. W., Toronto, Ont.



This model illustrates a new trend of development in fancy knitted goods. This is an opera cloak or wrap, suggestive of the dolman type of garment. It is executed in fancy stitch and trimmed with motifs.

Photographed exclusively for DRY GOODS REVIEW

sleeve, perfect fitting shawl collar or collar and lapels, finished seams and in Norfolks right treatment of either plain, cross or bias stripe strappings and belt and neat setting front are features. Full-fashioned styles are shown with thin edge finish and shape retaining features.

In colors, navy and white and black and white and any of the following shades with white: Cardinal, tan, royal, gray with cardinal, and navy and cardinal are good. These combinations added to stock will brighten up displays and sales cannot be expected without proper assortments. The garments themselves are attractive, and this is one of the strongest advertisements for "blazers" and the knit goods section. The reception of these garments should tax mills to the utmost to handle the demand in time for opening the Fall season. An assortment of leading colors in the right garments is safe and sure of repeats because prices are right.

Selling Ratio of Colors

The mill yarn record indicates the trend — New shades added — Blues an order of those on dress goods card — Some striking contrasts noted.

So far as Spring samples are concerned, an authentic selling ratio of yarns used last season indicates the trend. White and cardinal still lead, with navy close. Grays are strong, with lighter shades best as yet. Fawn and khaki have sold almost equally good. Maroon, royal and myrtle are not taking as well, but white with black is growing in demand, as shown by sales of black. The strength for fawn and khaki and black and white in the novelties is borne out in samples already prepared.

Another indication is contained in the list of new shades of yarns added, which consist of cardinal in three shades—scarlet, cardinal and maroon, khaki or fawn, shades, Havana brown, tan, champagne and a pleasing shade of maize; gray, two shades; smoke and dark smoke; green, five shades; apple, moss, light and medium bronze and old gold. The range of blues is lighter, and on the order of shades shown in the color chart for Spring dress goods, namely, light and dark sea blue, Danish and cadet. Three shades of purple are shown, dark, amethyst and violet having been added. This was forecast some time ago, and whether the latter shade, as a separate color, comes to the trade depends on the advance of this shade in other departments before the season opens. Heather mixtures in clear colorings with browns and purples as basic colors are well thought of, and make a sightly garment.

Merchants can see that color groupings and garments are more conspicuous. The sure success of blazers, both knitted and flannel, in marked stripes, overcomes the department idea that garments must match some other part of the buyer's apparel. Striking contrasts for street and outing wear have received an impetus this season in those stores whose buyers have tried out novelty colors to some extent.

Spring Novelty Features

Include misses' fancy middys, full-fashioned cashmere middys and fancy stitch sweater coats and blazers — Robespierre collar effects.

For Spring, some exceptional novelty features are already sampled, comprising misses' fancy middys from $16.50 to $36 dozen, full-fashioned cashmere middys, $18 to $30; women's and misses' fancy rack



"CEETEE"

PURE WOOL

UNSHRINKABLE UNDERWEAR

SHAKER KNIT SWEATER COATS

"CEETEE" underwear is the finest pure wool underwear made—only the finest Australian Merino wool is used. Each garment is knit to fit the form of the body—all joins carefully knitted (not sewn) together.

We defy you to find a better Underwear the world over.

Made in all weights and sizes for Ladies, Children and Men.

The Finest Sweater Coat in Canada is without question that now being manufactured by the C. Turnbull Co. of Galt.

This is a sweater which will be in great demand by those who want something really good.

Every good merchant knows the quality of CEETEE UNDERWEAR. Every sweater coat is made with the same care—same process — same quality of wool workmanship as CEETEE underclothing.

Every join, seam, pocket, etc., is KNIT, not sewn together. Every Sweater Coat is full fashioned and made from 6 strand pure wool.

Send in your order now and get the cream of your trade.

GIVE YOUR CUSTOMERS THE BEST

Also manufactures of Turnbull's high class ribbed underwear for Ladies ane Children ynd Turnbull's "M" Bands for Infants.

The C. Turnbull Co. of Galt, Ltd.

MANUFACTURERS

GALT -:- -:- ONTARIO



New knitted blazer in attractive stripes and colors, showing tailored outline, collar, sleeves, fit and finish in a snappy garment. — Courtesy Monarch Knitting Co., Dunville.

sweater coats and blazers up to $120 dozen; sweater coats and blazers up to $120 dozen; Norfolks $18 to $42. The number of new garments shown in the latter style indicates the manufacturer's confidence and means that they appeal to buyers with the style features of Norfolks as a coming development.

Middys and pullovers for children and a full range of boys' and men's athletic full-fashioned knitted goods as an entirely new departure for the trade will complete the sample sets. Judging from the garments, merchants are assured a good margin of profit.

Garments are necessarily all of lighter weights and novelty is contained in color combinations, fancy weaves, new trimmings, collars and in added number of middys. Among the foremost garments is a black and white stripe in different widths, as desired, in a new cloth and made on strictly mannish lines. Another model has a sailor collar and is developed in cardinal and gray or colors as ordered, and a snappy belted garment is made in flat weave, full-fashioned with large collar pointed at the back and finished with tassel.

Fancy racks and the application of collars are high style points not yet complete. Robespierre collars and effects are obtained by using contrasting stripes or plain colors. Cuffs and pockets are matched in the same way. Nearly all collars are large, with revers and in some cases are carried out in contrasting cloths altogether. Buttons and frogs are used for trimmings.

Besides newer racks in heather mixtures, some of the later weaves show wide fancy rib with narrow contrasting inset stripe and line effects. Added to staple and favorite weaves ranges are comprehensive.

Some natty middys are seen with sailor collar, laced front and short or long sleeves with contrasting stripe on collars, cuffs and bottom. Children's middys and pullovers are finished with plain band or small Dresden border.

The idea of short or elbow sleeves conforms with the demand in other departments, and is likely to porve a winning conceit. These garments are worn practically as a waist, and comfort and style is as essential in a knitted middy as in a waist.

New Features in Men's Coats

Knitted-in collars perfected to give better fit — Cashmere jerseys for men and boys and improved garments for athletes.

No marked changes in styles are noted in men's sweater coats. Shaker, full and half cardigan garments are very similar for sporting and vacation wear next season. Shaker coats may be offered in cheaper qualities, but cannot always be commended to the trade, because of the yarns used. Buyers have taken these full-fashioned athletic coats for their utility, weight, warmth and suitability, and present numbers before the trade have done well because of their quality. Attention is called to an improvement in knitting in collars to give better fit or long roll as desired, and ensuing correct adjustment making these garments perfect throughout.

New brushed knit garments are added in sample ranges. Extra Spring lines will include some quality numbers—cashmere jerseys for men and boys in every wanted style, especially for athletic and gymnasium wear; rowing suits with double seat, bathing suits and full-fashioned garments of every description will round out assortments and add another improved field for knit goods merchandising.

With a choice selection, varied assortments, added lines and a full range of prices, knitted goods retailing should increase generally because values and prices are right. Buyers can approach the ranges, confident of continued and growing turnover and the incentive to double business with the two-season proposition in view.

Peerless REGISTERED

UNDERWEAR

Drive in the Wedge



"Peerless" is the wedge that will open up the way to the heart of the underwear trade for you.

IT WILL SATISFY THE MOST EXACTING CUSTOMER!

Drive in this wedge and benefit by the permanent trade that assures a more profitable and bigger business.

Every "Peerless" garment is perfect in quality, fit and finish, and is made to give the greatest amount of satisfaction to your customers.

Keep pounding, for the more energy you put in the handling of "Peerless Underwear" the better results you get.

WRITE NOW FOR A TRIAL ORDER

"WE GIVE DELIVERY AS YOU LIKE IT"

PEERLESS UNDERWEAR CO., LIMITED

Hamilton, - Canada

WE ARE REPRESENTED BY

ONTARIO—C. & A. G. CLARKE, Empire Building, Wellington Street West, Toronto.
BRITISH COLUMBIA—GEORGE A. CAMPBELL & CO., Mercantile Block, Vancouver, B.C.
QUEBEC—J. CARSON, 112 St. Peter St., Montreal; ERNEST HAMEL, 115 St. Joseph St., Quebec, Que.
MARITIME PROVINCES—G. A. WOODILL, 20 and 21 Royal Building, Halifax, N.S.
MANITOBA, SASKATCHEWAN, ALBERTA—HANLEY, MACKAY, CHISHOLM CO., Limited, 129 Albert St., Winnipeg, Man.

TRADE MARK REGISTERED

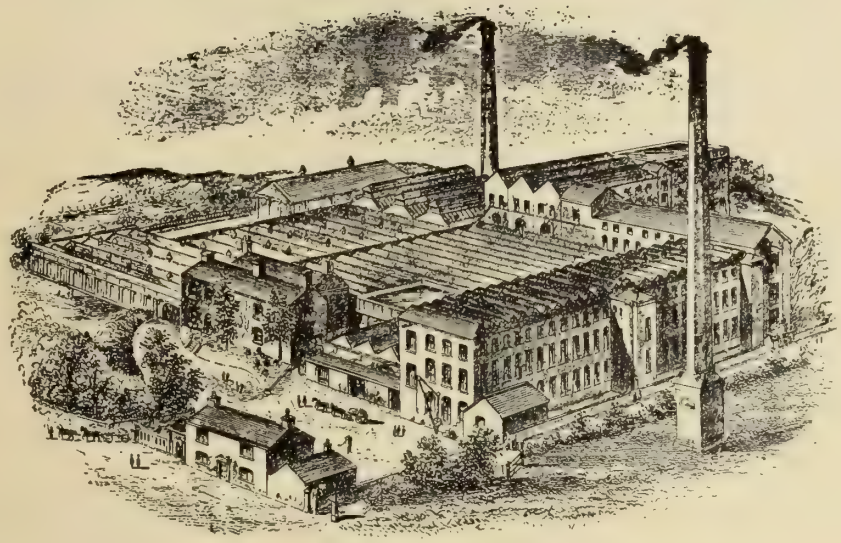
ASK FOR

BURNLEY'S WOOLS.

TRADE MARK REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's Fine.

Hosiery Yarns, &c., &c.



Soft Knittings, B. Imperial, Soft Spun Vanguard Fine.

0½ and 00 Worsteds, &c., &c.

ESTABLISHED 1752

THOMAS BURNLEY & SONS, LIMITED

MANUFACTURERS OF SCOTCH FINGERING & KNITTING WOOLS

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

TRADE MARK REGISTERED TIGER BRAND.

A Successful Merchant Once Said---

that he did not consider that he had sold goods to a man until he came back with a second order. The dealer who stocks

TIGER BRAND

UNDERWEAR

makes not only a large present profit but builds a solid foundation for future business. Customers come back for this underwear because it gives real, solid satisfaction every time. Made only of the purest of new wool, finished elegantly, shaped to the figure with sufficient elasticity to guarantee comfort, they make an easy selling, reliable staple line. Write for our prices.

Galt Knitting Co., Limited

GALT, ONTARIO

AGENTS:
Ontario: J. E. McClung - - - - - - Toronto
Quebec: Philip de Gruchy - - - - - - - Montreal
Maritime Provinces: Fred S. White - - - St. John
West: Hanley, McKay, Chisholm Co. - - - Winnipeg

Health Brand Underwear

Our stock is now complete in all lines of Fall Weights for Women and Children.

We have also a complete stock of short and no sleeve women's vests in medium weights, at all prices.

If you are not handling Health Brand Underwear, please see our samples, which are now on the road with our salesmen.

Greenshields Limited

Montreal

Increased Turnover in Underwear Section

This will be possible by reason of broadened assortments — Makers concentrating on fewer numbers in lower grades and developing demand for high-class garments — Tailored vests — New leader values in good weight rib weave — Infringement of Closed Crotch combinations.

IMPORT and placing ranges of men's and women's fine Spring underwear are now ready for the retail trade. Buyers have cause for unusual interest in 1913 Spring ranges. The outlook for increased turnover in underwear departments and the broadening of domestic assortments for better service are matters for consideration.

Values as a whole are stronger, but in some quarters the comment that manufacturing costs are greater is made to indicate that prices in some instances may be higher. However, buyers are only concerned with prices quoted and are confirmed in an impression that similar values, and in some instances better than other years, are to be placed before the trade.

The only conclusion is that merchants are bound to enlarge buying connections because of larger selection placed before them, and the readiness of new numbers and ranges, makes and styles in underwear hitherto untouched by domestic mills.

Trend Towards Better Grades

The general trend of underwear retailing is for better grades. Recognizing this, manufacturers are concentrating on fewer numbers in lower grade goods and catering more to the demand for high-class underwear.

An import range of fine Swiss manufacture to develop this business has been added to supply Canadian trade as an inspiration in bettering domestic ranges and demand in general. The idea is for buyers to select whatever they can handle and have delivery with domestic lines ordered.

The problem of importing Swiss underwear in fine qualities has always handicapped merchants. They have never been shown a complete range by direct representation, except in larger centres, and have formerly been unable to buy those quantities they might handle successfully or use to tone up stocks. Large buyers have always imported what they needed direct or through New York offices.

This new assortment is shown in conjunction with domestic ranges, both as a benefit in comparison and to show the trade superiority of home makes in values which compete. Suggested and approved style is another reason. At the same time, merchants can add to their assortments, and include qualities and values to improve departments all round. For special orders and more exclusive customers, delivery will be by return if the response justifies stocking best selling numbers.

Hand-crochet Trimmings

New assortments comprise fine lisles and mercerized finishes, silk and lisle, silk and wool from $6.50 dozen up. China silk plaited lines and fine spunpicks from $11.50 to $32 dozen. The handsome hand crochet trimmings and their application, tailored styles, finish, quality and texture of these garments are unusual. Insertions fully six inches wide in pure silk and elaborate design are seen, and the use of trimmings, ribbons and strappings is unique in many instances.

The sameness, which is noted in domestic ranges, is not so marked on account of new fabrics and improved trimmings. A new cloth with porous mesh makes up splendidly, and bird's eye ilet and elastic knit shows up well in a full range of vests, drawers, two-piece suits and combinations for both sexes in all sizes. Athletic combinations, made in the former cloth, are to be offered to retail at 50c a garment, both in ¾ and ankle length, while the range of combinations includes values from $3.25 to $8.50 and $9 dozen, better numbers in tubular finished garments.

Special attention is called to finish and a range of tailored vests. The latter styles are fast coming into prominence on the other side of the line, and are to be a feature for Canadian counters on account of washing advantages. Tubular finishes in different qualities, with hemstitching, insertion and ribbons complete satisfactory garments at different prices, the favorite being made in sea island mercerized to retail at 50c a garment. Lines at $3, $3.25 and $3.50 average so that buyers can choose preferred styles to retail 3 for $1, and include some sightly and novelty pieces.

In lower price garments values associated with specially advertised lines are met in every instance at 15c each to retail, a line which merchants have been anxious to obtain, is now available and qualities at 90c dozen to retail at 10c for a leader, are made in a good rib weight rib weave.

The Size Problem

In Spring ranges, size is a comparative item. The usual vest is from 8½ to 9 inches wide, as it lies flat, whereas new samples in regular sizes are fully 11

Important Notice

**To the Dry Goods and
Gents' Furnishing Trade of Canada:**

Gentlemen:—

A year ago Penmans Limited procured the Patent Rights under

PATENT No. 130413

on a Combination or Union Suit which had been called

"Closed Crotch" and "Klosed Krotch"



The only Companies in Canada legally entitled to make these goods are:—

The Watson Manufacturing Company, Limited, Brantford, Ont.

The Ellis Underwear Company, Limited, Paris, Ont.

The Williams, Greene & Rome Co., Ltd., Berlin, Ont.
(In Woven Fabrics only.)

PENMANS Limited and all their Branches.

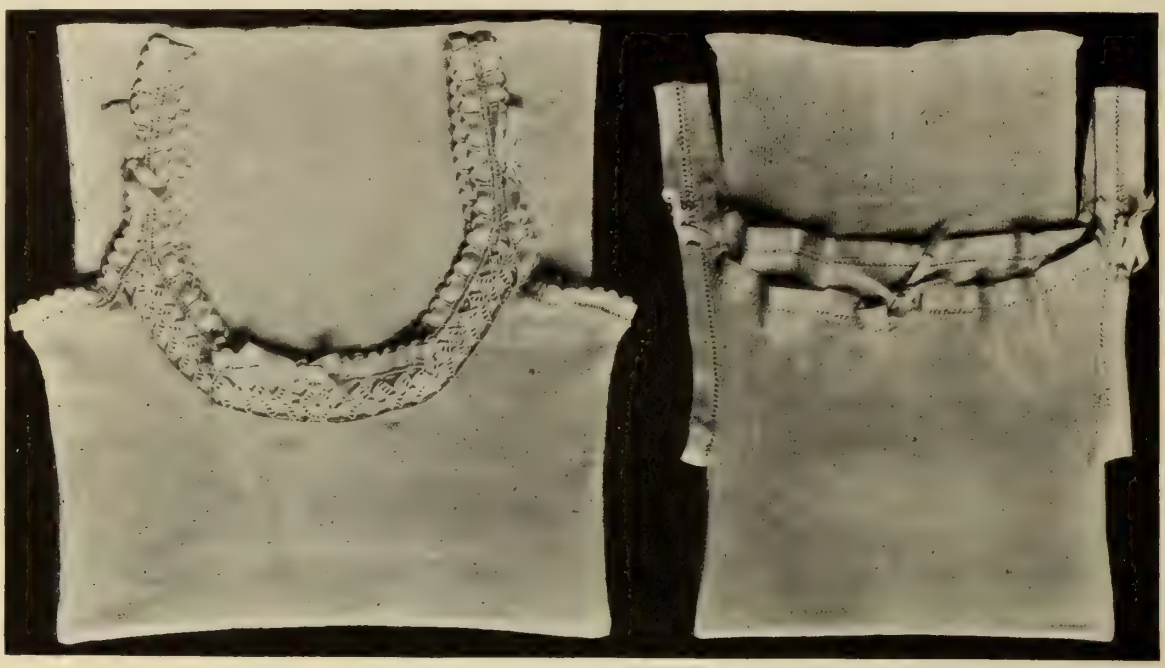
But, there are other Companies making Union Suits. With those doing so in the old and regular style, viz.: with the flap forming the crotch we find no fault. However, there are some companies offering for sale garments similar in cut and construction to our "Closed Crotch Goods," and we need hardly point out that this is a direct infringement of our Patent Rights, as granted under Patent 130413. Also—and this is important—

Any Retailer purchasing goods of the truly "Closed Crotch" Style, excepting from the above mentioned mills, are liable as purchasers of an infringed article.

It is only fair to the trade that this warning should be printed broad-cast, and hardly necessary to point out that mills infringing on our patent are practically stealing our property.

Signed

PENMANS Limited



On the left is a hand crochet trimmed undervest in new porous fabric. On the right is a fine sea island mercerised undervest in tailored design, with tubular and neat inset and ribbon finish. — Courtesy Harvey Knitting Co., Woodstock.

inches. In these newer cloths sizes are made to standard and buyers need not ask for a size larger in each case. The advantages of shape-retaining in washing have also been demonstrated by every-day usage, and garments found to launder perfectly without stretching or bogging in any way. Smallness in combinations has always been a trouble, but buyers can overcome this deficiency with well-shaped, full size garments, combined with the confidence that both shape and size are retained after washing.

Infringements of Close Crotch

Attention is again called to infringements of "closed crotch" patents, as applied to men's women's and children's combinations, in both summer and winter weights. Manufacturers are being warned and merchants are as liable in stocking infringements of these patents, which, as is well known, are confined to three mills in Canada, as manufacturers, who produce the garments with these infringements. The rights, under the patents, are to be enforced if necessary.

In an illustration produced here are shown the reasons why "closed crotch" combinations do not draw, and the construction covered by patents which will be protected. The inner flap extends from a point A in a circular line to the point B on the inside of the leg, and as the edge of the inner flap does not extend to the centre of the body, it is not possible for the edge to draw into the crotch.

The outer flap extends from the point C to the button at D, thence down to the inseam at E. It will

Concluded on page 63.

WATERHOUSE WARRANTED HIGH GRADE UNDERWEAR BRAND UNSHRINKABLE REG'D.

Increased Sales! More Profits!

are the results of handling underwear that is as comfortable and durable as is

"MAPLE LEAF" BRAND UNDERWEAR

If you have never tried this brand, write for samples and be convinced.

Thos. Waterhouse & Co., Limited, - Ingersoll, Ont.

MONTREAL: Harold F. Watson, Weldon Co., Coristine Bldg.,—Sole Agents for Canada

Please mention The Review to Advertisers and Their Travelers.

JAEGER PURE WOOL

SOME LINES IN KNITTED GOODS


No. 478.


No. 923.


No. 388.


No. 944.


No. 203.


No. 172.

TRADE MARK
DR. JAEGER'S SANITARY WOOLLEN SYSTEM CO. LTD.
PURE WARRANTED WOOL


No. 4393.


No. 2.


No. 32.

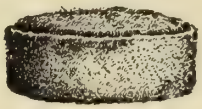

No. 1070.


No. 256 & 400.


No. 732.


No. 467.


No. 61.


No. 9.


No. 470.


No. 7.


No. 42.


No. 160.


No. 2140.


No. 96.

Fully illustrated catalogues on application

WHOLESALE WAREHOUSE

52 Victoria Square Montreal

HARVEY

Ensure Your Business With This Trade Mark

The Highest Type of
SUMMER UNDERWEAR
For Men, Women and Children



"Harvey Porous Birds-Eye Ilet."

Made by the Harvey Knitting Company, Woodstock, Ont., under the management of K. Harvey, pioneer manufacturer of fine ribbed goods in Canada and founder of the famous goods made in Woodstock, Ont.

A brand new mill with brand new machinery of the very latest in knitting.

What We Make:

Ladies' Summer Vests in cotton, lisle, mercerized, and Sea Island, in Elastic Rib, Birds-eye Ilet, and the new porous weave, "AIRYWEAR."

Children's in cotton and lisle.

Men's—Shirts, Drawers and Combinations in the new porous

"AIRYWEAR"

Bird's-eye Ilet, and Elastic Rib, in standard colors, in Athletic style, knee length, ankle length, short sleeves, no sleeves, and coat-shirt styles.



"Harvey Fine Swiss Ribbed Lisle."

With new facilities for manufacturing, a special feature is made of Ladies' and Men's Combinations.

"AIRYWEAR," the newest knit fabric, is five times more porous than any ordinary cloth made. Over a million open pores are in an average Union suit.

We are the only makers in Canada of this fabric.

Our lines are sold only to the Retail Trade.

Wait for our representatives with the "Harvey Brand" of knit goods. It will pay you to see the finest range of Summer Underwear ever shown in Canada.

Harvey Knitting Co., Limited
WOODSTOCK, ONT.

AGENTS:

Maritime—F. S. White, St. Stephen, N.B. **Quebec**—P. de Gruchy & Son, 207 St. James St., Montreal. **Ontario**—J. E. McClung, 33 Melinda St., Toronto, Ont. **Manitoba & N.W.**—S. Groff & Sons, 290 McDermott Avenue, Winnipeg. **British Columbia**—Allen & Lang, 601 Welton Building, Vancouver.



Study Your Customer's Comfort—
—there's money in that for you

Far-sighted merchants are now stocking **W. G. & R. Closed Crotch Athletic Combinations,** because they are the last word in summer comfort and coolness. We have secured **the sole Canadian right** to manufacture Closed Crotch Combinations out of **nainsook and all piece goods.**
W. G. & R. Closed Crotch Athletic Combinations are bringing repeat orders every mail.
Are you prepared for the demand?
Write us to-day.

The Williams, Greene & Rome Co., Limited
BERLIN, ONTARIO
Factories:—Berlin, Waterloo and Hanover

TRADE W.G.R. MARK

Reproductions of a few "Monarch-Knit" ads. to the consumer



The Monarch Knitting Com

Head Office,

Factories at : Dunnville, St. Thomas,

We advertise direct to the consumer the merits of "Monarch-Knit" goods

and in this way help thousands of merchants who handle our lines



Stock "Monarch-Knit" goods

and we will help you sell them.

pany, Limited

Dunnville, Ontario.

St. Catharines, Ont. Buffalo, N.Y.

"BEAVER" BRAND
---the knit goods reliable

BEAVER BRAND

Every season is knit goods season. The growing demand for knit goods all year 'round makes it imperative that you keep your stock always right up-to-the-minute.

"Beaver" Brand Sweater Coats for men and women, toques and mufflers, etc., are always right in quality, right in style, right in price.

Sort up your stock with lines from the "Beaver" brand.

R. M. BALLANTYNE, Limited

Manufacturers of Beaver Brand Knit Goods

STRATFORD - - - - ONTARIO

FOR SUMMER SEASON 1913

TRADE MARK AIRYWEAR

THE NEW KNITTED FABRIC

THE HARVEY MESH "AIRYWEAR"

A million ventilators in a set of "AIRYWEAR" underwear.

This is the coolest and lightest underwear that has ever been made. There are over 500 perfect round pores in every square inch of this fabric, or in other words, over a million ventilators in every union suit of "AIRYWEAR" Underwear.

Every merchant will want to handle this new line after seeing the samples.

It is made both in men's and ladies' garments.

Wait for our representative, who will call on you at an early date, before placing your order for men's and ladies' Summer underwear for 1913. It will pay you to see these samples before placing your orders.

HARVEY KNITTING CO., LIMITED

WOODSTOCK ONTARIO

AGENTS:

Maritime—F. S. White, St. Stephen, N.B.
Ontario—J. E. McClung, 33 Melinda St., Toronto, Ont.
Quebec—P. de Gruchy & Son, 207 St. James St., Montreal.
Manitoba & N.W.—S. Groff & Sons, 290 McDermott Ave., Winnipeg
British Columbia—Allen & Lang, 601 Welton Building, Vancouver



¶ The Retail Store is sized up—and usually pretty accurately—by the merchandise it sells.

¶ Do your customers "size up" your store *right* on the black hosiery question?

¶ They **do**—if you give them the opportunity to buy **Hermsdorf Dyed Fast Blacks.**

¶ The *best* stores in the *biggest* cities in the world stepped into hosiery prominence with **Hermsdorf Dyed Fast Blacks.**

¶ And so can *you* acquire prestige, position, prominence, by featuring the black stockings that command world-wide demand by reason of their known dye quality—their beautiful, lustrous **fadeless** black; their **cleanliness;** their **purity.**

¶ Remember that a fast black *label* does *not* make a fast black *stocking*—

Look for the truth on the toe

Louis Hermsdorf
Dyer

Works: Chemnitz, Saxony
American Bureau, 235 W. 39th St., New York

Cuts, Showcards, etc. Free. Write, Louis Hermsdorf's New York Bureau, 239 W. 39th Street

The Neatest Muffler of Them All



This muffler far excels the ordinary shaped silk or handkerchief mufflers, and the "Gillies" is in a class by itself in the Knitted Muffler world. It is neat, does not crush, and is not cumbersome around the neck.

Try "Gillies" Knitted Mufflers.

Gillies

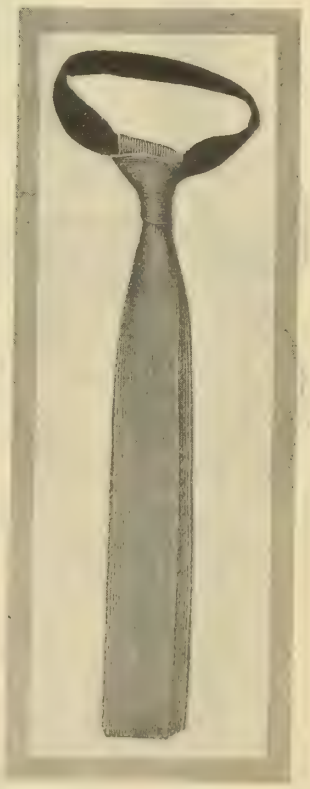
Nothing Quite as Good as

KNITTED NECKWEAR

For the Smartly Dressed

Man or woman, old or young, the "Gillies" Knitted Neckwear appeals to them all. In our immense range will be found combinations and effects that will suit—the tastes of everybody.

Send for sample shipment.



The Laces & Braids Mfg. Co., Ltd.

121 Prescott Avenue, -:- Toronto, Ontario

There is satisfaction in every stitch of

"ITALIAN SILK"
"PARAGON"
"ECLIPSE RIB"
"EXCELSIOR"
"GAUZE SILK"

HOSIERY

Your customers will ask for these brands again for THE WEAR IS THERE. Your Wholesale House can supply you.

Thomson Knitting Co., Manufacturers, **London, Ont.**

SELLING AGENTS:—

W. R. Begg, 20 Wellington Street West, Toronto, Ontario; Stuart M. Campbell, 400 Hammond Building, Winnipeg, Manitoba; A. R. McFarlane, 506 Mercantile Building, Vancouver, B.C.

JAY

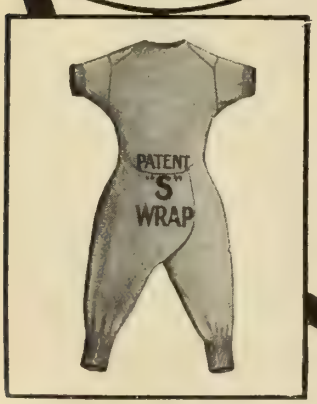
All-wool Unshrinkable

Underwear

THE LEADING ENGLISH UNDERWEAR

THE JAY FINISH TRADE MARK UNSHRINKABLE.

We mention below three features of JAY Underwear which will appeal strongly to your customers:—



LADIES' WEAR. The Jay combinations are fitted with the patent "S Wrap," thus affording complete protection where this is most necessary.

MEN'S WEAR. Pants have the patent "Star Seat," whereby the garment adapts itself to every movement of the body, withour chafing.

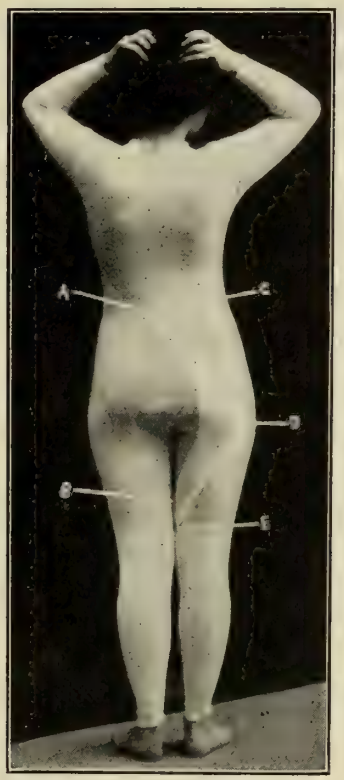
GUARANTEE. Any Jay garments shrinking in the wash will be replaced free.

Wholesale Agents:

I. & R. Morley. Geo. Brettle & Co.
London, England



be noticed that the flap is drawn straight across in the direction of the button at D, and that in stooping is drawn even tighter, so that it is not possible for



Showing details and improvements in Klosed Krotch combinations and and the construction covered by patent. — Watson Manufacturing Co., Brantford.

the flaps to draw into the crotch, where the seat opening extends down into one leg. The construction, where the seat opening extends down into one leg and is combined with a permanently closed crotch is covered by patent.

When a free margin or raw edge runs either to or through the crotch in addition to pulling into the crotch the garment is sure to be disagreeable to the wearer if the garment is a fit in trunk length.

Merchants should benefit proportionately in the success of "closed crotch" lines in the Fall ranges, which are now going forward. The total sales at the mills show the volume and satisfaction with which merchants have taken up this improvement.

Washing the Sweater Coat

Must not be put in all temperatures of water and soap to wash as ordinary garments are.

The following advice on washing sweaters, which is being placed in each box by a prominent manufacturer, is timely in view of the tailored effects and the style and color element contained in the Fall and Spring ranges: "While we use the very best material and get the most fast and lasting colors that the most expensive dyes will make, it is simply impossible to guarantee the colors on jacket sweaters or Jersey jackets, which have a different trimming from the body of the garment, if they are put in tubs with all temperatures of water and all kinds of soap and washed like ordinary garments are.

"To clean these and have them give satisfaction, such garments should be taken to a regular cleaner or sent to an establishment and be dry-cleaned; that is, cleaned on the surafec. If this is done the colors will never run. There is absolutely no other way to have the garments cleaned so that they will look as well as they did before.

"This does not apply to pure white garments, as these can be washed in tepid water with wool soap, and the more they are washed the whiter they eventually become. Would also say that the line of white sweaters we make are the only ones that can be washed in this way, all other sweaters are put through a bleaching process in manufacturing, which takes the life out of the wool, and from the acid used in bleaching them when they are washed they rough up and never look as well as they did when they were first made."

Consulting the Manager

Mandel Bros., Chicago., is a great establishment, but it is not so big as to ignore the co-operation that may be available by making the office easy of access to every member of the staff. Here is an extract from a recent copy of their Store News:—

"The manager's office is open at all times to every employe.

"It is in keeping with the broad gauge policy of this house, and upon which this business has been founded, that every employe can secure the attention of the management for any purpose that the employe deems sufficient to bring to its attention, whether it be a suggestion relative to the store system or a personal matter requiring the attention of the manager.

"It is hoped that employes who may wish to confer with the management will act on this suggestion, and either telephone or call at the manager's office when they wish a conference."

The commercial travelers of the United States have thrown their hats in the ring on parcels post question. They declare that it would be a burden and an expense to the country; would undoubtedly injure many traveling men and put them out of work in some lines. The merchant, it is pointed out, would get in the habit of ordering things and having them sent by parcels post. When the traveling man would call with his line, he would find that the merchant had already ordered in piecemeal lots.

FANCY GOODS NOTIONS & TOYS



Rambler rose embroidery the latest bidder for favor — Inexpensive metal figurines for menu card holders and paper-weights — Switches selling in hair goods — Good demand promised for fancy bandeaux, particularly for aigrette effects in tulle — The leather shopping bag superseding that of material

FANCY work assortments for the coming Fall are being rapidly completed and will be ready for the early buyer. The interest of fancy workers still centres in various forms of embroidery, and each season sees the production of some novel form, which, while being effective, does not tax the patience of the worker unduly.

Rambler rose embroidery is the latest bidder for favor, and promises to divide honors with the popular punched work in the coming Fall. This embroidery is very simply done, for it is nothing more than outline stitch worked round and round a centre. A special needle is required, the one used being something like a darning needle only shorter and having a larger eye. This is necessary because the eye has to accommodate either a very heavy floss or strand cotton, and when strand cotton is used, all six strands are threaded into the needle at once.

In beginning the rose, a number of stitches are worked in the centre to form a raised foundation around which to work. These stitches are not all covered, and when the work is finished show as the centre of the flower. After this foundation is made, the outline stitch is worked round and round the raised portion until, when finished, the rose stands out from the ground like a raised knob. Various shades of silk are used in the production of one rose and much of the beauty of the work lies in the shading and grouping of the colors. The leaf part is worked in outline or in any approved embroidery stitch in the various natural greens.

Sprays, wreaths, and various patterns are worked on crash, linen, rep, and the new ratine and this embroidery is suitable for the decoration of runners, tablecloths, cushion tops and various other articles of the same kind.

One feature of the novelty department is the gradual elimination of the trashy article and the substituting of others which, though by no means priced higher than the average pocket can easily afford, are worth preserving because they are dainty and artistic and possess some solid value. The big advance that has been made in recent years in the production of metal work and the introduction of substitutes for ivory has led to the production of many pretty and useful articles of this class.

For the formal dinner or luncheon, tiny metal ducks, chickens, rabbits, geese, pheasants and other small domestic animals and birds resting on a green base with a place to hold the card, are shown. Paper weights in the same collection are very striking. There is the much illustrated Dutch boy and girl, the boy with a drove of tiny pigs and the girl with her geese. More attractive still is the scarlet-coated huntsman with a couple of hounds in a leash. Then there is a decidedly cute pack of tiny hounds just about ¾ of an inch high. Other novelties are tiny Turks in white robes and turbans, Egyptian donkey boys and prayer rugs with a Turk at his devotions.



Early Victorian purse bag of black satin, heavily embroidered with jet beads and spangles. Lined with grey taffeta silk. — Shown by Sterling Lace and Novelty Co., Toronto.



THE ODORLESS

Double Covered

DRESS SHIELD

In planning Fall business you should try to be as safe on dress shields as on dress goods.

Good dress shields are more than just good wearing articles.

On the dress shield depends the wear of garments representing important investments of time and money.

The Odorless OMO is guaranteed.

It is the dress shield that shields against discomfort and damage.

The Odorless OMO is impervious, soft, smooth, light, comfortable and perfect fitting.

If you have never sold OMO Dress Shields before, you will find them more easy to sell than any you may have been selling for years.

Women know the Odorless OMO by the reputation and advertising.

Write for samples and prices.

OMO Infants' Pants, Bibs and Nursery Sheeting are as famous.

IMPERVIOUS HYGIENIC MOISTURE PROOF

The OMO Manufacturing Co.

MIDDLETOWN, CONNECTICUT

MAKERS OF
Quality Goods

DE GRAFF & PALMER
Selling Agents
222 4th Avenue NEW YORK
115 South Dearborn St., CHICAGO
38 Sansome St., San Francisco, Cal.



Vanity bag of dark blue morocco lined with lighter blue, heavy cord silk. The bag is frameless, but the sides are reinforced with a small gilt plate where the rings for the strap handles are put on. Under the flap there is a central pocket with side pockets for car tickets. Inside there is a pocket containing a card case. The feature of this bag is the metal edge that trims the flap.—Shown by Flett, Lowndes & Co., Toronto.

Another novel paper weight is a metal aeroplane hovering over a tiny mountain colored quartz. Useful alike for the telephone desk or for keeping the score for a card game are metal rests holding a roll or a pad of paper and with a holder to which is tied a pencil so that it will be always handy.

Handsome Bag Novelties

Variety of designs for all occasions — Some early Victorian types — Return to leather for shopping bags — Frames in plain neat effects.

The tendency is towards a multiplicity of bags—the bag for the occasion being featured. For evening and theatre and for use with handsome reception gowns, the bag can scarcely be too rich.

Satin, moire, velvet, soft suede leather and kid come in many designs, the newest of which are based upon the beaded bags of early Victorian days. Many of these bags are frameless, and are drawn together with handsome cords. The long knitted purse closed with rings is also copied, and is enlarged into bag form. Material bags are masses of jet, steel, gold, silver and colored bead embroideries. Handsome frame bags wholely of beads, showing Victorian sprays and wreaths in natural colors, are a strong feature.

In the more useful shopping bags the tendency is strongly towards the return to the leather bag. Fine and pin grained seal and various effects in fancy calf are the sellers. The influence of better tastes is strong, even in popular-priced bags, and it is upon the lines of the bag rather than to elaborate frame ornamentation that the designer is depending for his effects. The envelope bag which is looked upon as a likely winner is shown in variety.

Where the frame is used, it is in plain neat effects. Wide curved frames are becoming passe, and the newer bags show narrow frames. Striped frames are decidedly new, and besides stripes, simple patterns in two-tone effects are used. The only elaborate touch on the new bags is given pearl, jasper and mother-of-pearl plaques set into the fasteners. Cords are reserved for the elaborate evening bags, the handles of the shopping bags being of soft straps of leather. Cord and moire silks and soft suede linings are most in evidence.



Reading from top to bottom:— Fine grained seal envelope bag, lined with moire faille, gilt frame covered by flap. There is a pocket in the inside of the moire holding a change purse to match bag.

Envelope bag of fancy calf with enameled fastener. This bag is frameless and is leather lined and a pocket in the interior holds a change purse to match.

Bag of pin seal. The novel feature of this bag is its graceful shape. The frame is of dull silver and the fastener is set with a pink stone in contrast with the silver.

—Shown by the Julian Sale Leather Goods Co., Toronto.

NO PINS NO BUTTONS

VantaVest

FOR INFANTS AND CHILDREN

DOUBLE BREASTED-PUTS ON LIKE A COAT-

For Health, Comfort and Convenience



For Health

Full Length Double Breasted

It won't work up

It protects the child across the chest and abdomen, where protection is most needed

For Comfort

No Pins One Piece Back No Buttons

"It won't work up," because it fastens below curve of abdomen.

For Convenience

Puts on like a coat Fastens in front

This feature makes absolutely the most practical vest from all view points compared with anything on the market to-day, and in our estimation and from the encouragement already received from our customers, the garment will be a boon to every underwear business fortunate enough to handle it.

WRITE YOUR NEAREST JOBBER FOR SAMPLES
SEE IT AND BE CONVINCED OF ITS SUPERIORITY

Immediate Delivery Can Now Be Made

Prosecution against infringements on "Patent Rights" will be rigorously enforced.

The Eagle Knitting Company, Limited

Controlled by J. R. MOODIE & SONS, Limited

Hamilton **Canada**

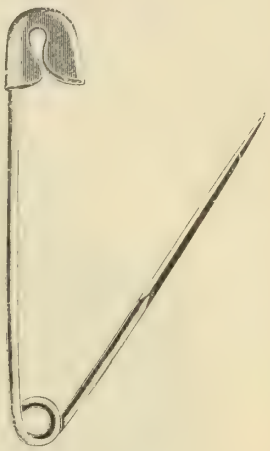
F. M. Barnard, Sole Selling Agent, Toronto, Montreal and St. John

The NEW "Bayonet" Point Safety Pin!



Made in England

Note the Triangular POINT!



Will Pierce the Stiffest Material With Ease

OF ALL THE BEST JOBBING HOUSES

Factory
Liberty Ave and Warwick St.
Brooklyn, N.Y.

New York Office
438 BROADWAY

EMBROIDERED
Pillow Shams
Dresser Scarfs
Centre Pieces
Cushion Slips
Laundry Bags
Doilies

The Linding Embroidery Works
ESTABLISHED 1886
L. & M. DRUCKERMAN

EMBROIDERED
Lambrequins
Pillow Cases
Towels
Bed Sets
Kimonas
Aprons

WISE BUYERS

Use our embroidered novelties to put new life and profit in their department.

DO YOU?

FIRE ANNOUNCEMENT

We wish to announce to our customers that the recent fire in our factory has not interfered with our facilities for shipping orders. Repairs are now about completed and as we have a large reserve stock orders are being filled promptly.

Oriental Silk Co., Limited

52 NAZARETH STREET - - MONTREAL, QUE.

Slender lines, like the thoroughbred.
The new note in bag architecture.
Long and thin like an ocean greyhound.
More elaborate fittings—also a surprise.

THE SURPRISE is our startling novelty in the way of Luminous Bags. We shall not describe them because we want to arouse your curiosity, so you will come and see them sure.

The essential **character** of the season's vogue will be seen in our Long Narrow Vanity Bags.



Polished Pin Seal, Long Seal, Pin Morocco
Cross Grained Morocco, Vachette,
Pigskin, etc.

MADE IN ALL THE POPULAR COLORS

THE SAME note of Slenderness naturally is found in AUTOMOBILE and ENVELOPE BAGS. They express Daintiness and Refinement.

The Fittings this season also have undergone some modifications of form. In a word, they are more elaborate.

Long experience in fashion movements and in catering to discriminating trade assure us that the present creations will prove very successful for you and us. All priced at the most reasonable figures consistent with the quality of the goods. We shall look for you.

P. W. LAMBERT & COMPANY

Manufacturers of Fine Novelties in Leather

64-66 Lispernard St. - NEW YORK

Call For Fancy Bandeaux

Coiffure must give appearance of wealth of tresses — Shell sets shown for coming season — Ornaments of tulle in aigrette effect.

Changes in the manner of dressing the hair bring corresponding changes in the articles featured in the hair goods department. Even though simpler styles of hairdressing are fashionable, still the coiffure must be so arranged to give the appearance of a wealth of tresses. To do this with the hair which naturally belongs to them, particularly after it hasbeen weakened by the loading of the head with pads and artificial pieces to conform with recent fashions is beyond the power of the majority of women. This means that false hair must be used in some form. Many women are wearing a casque of soft loose chignon of puffs and coils, and many more are supplementing their own tresses with a switch.

Though shell goods are not as strong sellers as the manufacturer would like, there is more doing in this line than a short time back, and there is every indication that it is only a matter of time before shell goods are again in considerable prominence. Sets are shown for the coming Fall, a full set consisting of back comb, side combs and barrette. Shell goods are set with rhinestones and the bar effect is the latest.

Evening hair bands and bandeaux are to be a strong feature judging from the way in which the lines already out are selling. High ornaments of tulle in aigrette effect decorated with beads particularly in pearl or Rhinestones and mixed with ribbon flowers, attached to a band formed of fabric-covered wire are decidedly good. Velvet bands decorated with pearl or amber and with ornaments formed of wire strung beads of the same are showing. Marabout and bead ornaments are also good in better priced effects.

See Dress Accessories department for further illustrations of bags and coiffure accessories.



Goes a-shopping

When she arrives at your store, Mr Dealer, see that she is not disappointed.

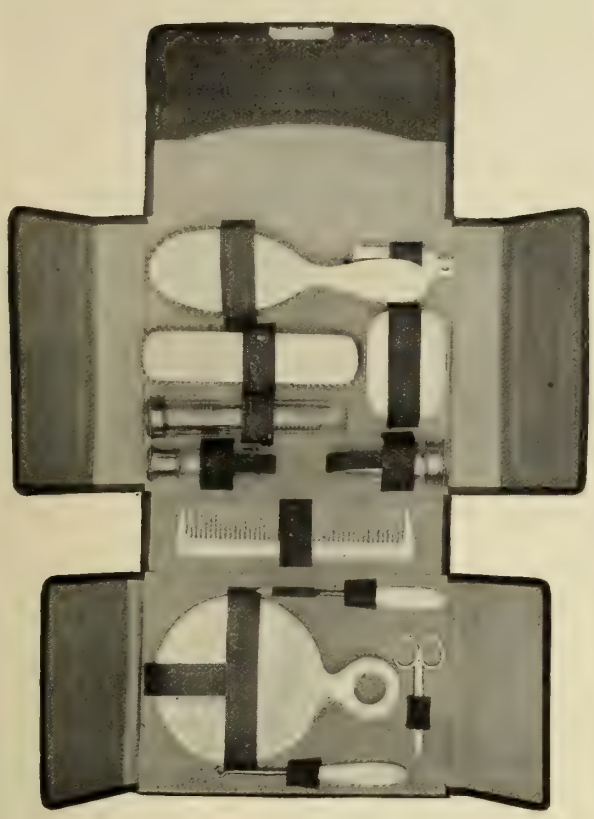
Ladies everywhere appreciate the advantages of these Suspenders as they grip securely without injuring the hose, and ensure the necessary straight fronted effect.

DON'T TURN MONEY AWAY

See that your stock includes the world famed

Sphere Suspenders.

FAIRE BROS & CO., Ltd.
LEICESTER, ENG.
"The grip that grips and never slips"



DRESSING CASES

A larger line than ever shown

FITTED CASES

in Box Style for home use.

A new line with us and made different from the usual styles shown.

STANDS FOR TRAVELLING BAGS

An article growing in demand more every year.

Our Travellers are out now for the Christmas Trade.

The Julian Sale Leather Goods Co., Limited
105 King St. West, Toronto



UNSEEN—NAIAD PROTECTS

—Never go Bad—

—Stand every Test—

—Durable, Economical, Comfortable—

—A Clean-selling Staple—

Naiad Dress Shields Stand Every Test

The Naiad stands every test that a dress shield ought to—and then some.

It is thoroughly hygienic—can be sterilized in boiling water—the only way to kill germs.

The only shield that is as good the day it is bought as the day it is made.

SEND FOR SAMPLE BOOK

Wrinch, McLaren & Co. Sole Canadian Manufacturers 77 Wellington W. Toronto, Canada



House Furnishings

The predominance of Oriental effects in carpets for Spring, 1913, emphasizes the new note in interior decoration. These are in keeping with dainty and artistic room treatments.

Carpet ranges for Spring, 1913 — Oriental and Persian treatments an outstanding feature — Small patterns, rich color combinations — Browns, blues and greens in beautiful tones — Matching of rugs, runners and squares for interior treatment — Comforters

CARPET ranges for Spring, 1913, suggest that the trend away from elaborate colorings and large patterns is assuming most interesting form. A glance through one range, containing as many as 250 different designs, reveals a decided favor for small, dainty, dignified treatments, many of them on the Oriental and Persian order.

While the designer has here had a field rich in suggestion, it must be said that he has confined his selections very carefully to those types so much in favor for approved room treatment in harmony with other departments of decoration. In following the rich colorings of the Oriental, the manufacturer has also secured effects that are decidedly different from those that obtained a few years ago. Not only is this true of Wiltons, in which there is a particularly rich assortment, but in many Axminsters and Brussels the Oriental treatment is in evidence. Even where this is not the case patterns are for the most part on the small order.

While it may be said that the brown shades are decidedly prominent, particularly in Wiltons, the chief beauty of the new lines consists in the close combinations, browns, blues, greens, in different tones being cleverly employed, with touches of Indian red and other brightening colors in quantities sufficient only to relieve or maintain balance. The color effects in these Oriental reproductions while very rich are also soft and agreeable in general tones and are highly approved for dining rooms, living rooms, dens and parlors.

One of the developments now in evidence is to select rugs, runners and squares in matching designs for home treatment, and recognizing this tendency manufacturers are making a more extended variety of sizes. One manufacturer, discussing this feature, showed many beautiful designs matched in the following sizes: Rugs 18 in. x 33 in.; 27 in. x 54 in.; 33 in. x 36 in. Runners 27 in. and 3 feet wide in the following lengths:—9 ft.; 10 ft. 6 in.; 12 ft.; 15 ft. Squares 4 ft. 6 in. x 7 ft. 6 in.; 6 ft. 9 in. x 9 ft.; 9 ft . x 9 ft.; 9 ft. x 10 ft. 6 in.; 9 ft. x 12 ft.; 11 ft. 5 in. x 12 ft.; 11 ft. 3 in. x 13 ft. 6 in.; 11 ft. 3 in. x15 ft. Thus there are 19 different sizes for selection, and it is anticipated that the matching idea, worked out with fabrics that are used for draperies and upholsteries at the present time will become an important factor in retailing.

Many dainty patterns and colorings are shown in Brussels for bedrooms. Light blues, soft greens, fawns and light tans are featured in the ranges shown. Many of these are in two-tone effects with delicate touches of contrasting color. Some one-shaded grounds are shown with dainty patterns. Thus, a carpet with fawn ground had a small rose pattern encircled by a lighter shade of the body color.

The new note, therefore, is small patterns, in soft colorings, and such is the merit of domestic ranges that manufacturers are fully justified in concentrating upon numbers which will undoubtedly appeal to the better price. Appreciation of the development in Canadian carpet manufacture has undoubtedly been the inspiration behind the new productions.

Dainty Comforters Shown

Downproof art sateens, damask or brocaded satins — French and Swiss satins in beautiful patterns — How classifying and filling is done

Comforters that are now being made up for the Fall and Christmas trade, show a range of coverings particularly attractive when it is considered that they harmonize beautifully with fabrics used for bedroom draperies and upholsteries. In the better grades,

WHAT THE

WATSON-FOSTER line for

1913

REALLY IS, AND MEANS—

TO THE DECORATOR,—the man who wants to raise the standard of paper-hanging—a wide choice in the finest kind of modern design over varied leather effects and background printing, progressive styles in panel work with photographic illustrations of treatment and much interesting material for artistic use.

TO THE DEALER,—the strongest and most convincing collection of patterns of medium grade at prices which should mean to him a new interest and profit in

WALL PAPER

One of our men is near you now—
WAIT FOR HIM

THE WATSON-FOSTER CO., LIMITED

MONTREAL

ranging from $10 to $15, art sateens with dainty floral patterns, damask or brocaded satins and beautiful French and Swiss satins with designs that are decidedly in keeping with modern decorative treatment, represent a note that should be very acceptable, not only for the early season, but later as Christmas favors. Many of these fabrics are downproof and lend themselves to that very desirable quality, warmth, without weight. In cheaper grades, selling at $24 dozen and up, many handsome effects in silkoline are also shown.

Some interesting processes enter into the manufacture of down comforters. Aside from the cutting and harmonizing of bodies and panels, the treatment and handling of the filling constitute a large department. While much of the best goose and duck down used is derived from domestic sources, large quantities are also imported. These come in large bales, and when received at the factory are thoroughly cleansed and put through a classifying process. The plan adopted in most factories is to confine the feathers to be classified in a room with a smooth floor, at one end of which is a blower. In the floor are trapdoors above grade bins, the highest grade being at the end farthest from the blower. The air from the latter has the greatest effect on the lightest and fluffiest feathers and these after a series of blowings are finally separated and deposited in the proper bin. The different grades are all assorted successively in similar fashion, and all show varying degrees of weight and life. A comforter filled with the best grade down will weigh only about 3¾ pounds, while those filled with best grade cotton will go a trifle over four pounds.

A compressed current of air is also used to fill the comforters with down. The coverings are first sewn together with panelings and stitching complete. Openings are left at the sides to admit the filler, a nozzle-like contrivance fastened to the down conveyer. This is inserted in the openings, and the air forces the filling into position.

So light are the different down fillings that it would be absolutely impossible to handle them in any other way than by apparatus such as described.

Making, Finishing and Selling Linens

Monogram orders a source of profit in this department — How they are executed by manufacturers — Salesman must know what he is talking about — Department that helps materially in introduction of other lines

By E. Dunn, linen buyer for W. H. Scroggie, Ltd., Montreal.

IN the linen department to-day monogram orders are largely catered for, some going direct to the manufacturer himself, or through middlemen. In nearly every instance all hotels, railway companies, steamboat companies, institutions, clubs, etc., are using solely monogram linens or their names woven in the texture. In Great Britain alone, large orders are booked every year, and the hotels, railway companies, etc., in United States and Canada are using extensively this class of lettered goods.

INITIAL COST HIGHEST.

In taking the first orders for these monogram linens, the initial cost is somewhat higher. The price in the first order includes the painting and cutting of the cards for the special design to be woven, the bleaching and finishing, and the time taken in the production of the special order. The preparing of a special loom, the selection of the proper flax and the bringing out of the most effective designs, together with the keenest detail work, is left with the manufacturer to determine in retaining the repeat orders.

Orders for these monogram linens vary in size in accordance wth the customer's own wishes. Some run from twelve cloths, with twelve dozen of napkins to match, or twelve dozens of lettered towels, whatever description the order might come in.

It takes about three months for first delivery of order to take place, depending to a certain extent on the size of the order.

The manufacturer, if he has carefully produced the order to perfection, should retain the orders in future on this lettered order, for the design can remain in his hands, as no further expense is incurred in proceeding orders.

FINEST PRODUCTIONS OF LOOM.

Royal household linens are the finest production the loom executes, for instance, the large tablecloth used at the Guildhall, London, for the coronation banquet was inwoven with designs in crowns, dragons, banners, crests, etc., a really massive cloth, and unsurpassed in value.

AN OUTSTANDING DEPARTMENT.

The linen department in a dry goods store to-day is the outstanding feature of all departments. The glossy white table linen is an attractive feature to the shopper who is only "looking round." The linen well displayed cuts its way, as it were, into the mind of the eager housewife, it reminds her of the years gone by when her grandparents used only the common production from the hand loom, which now the present-day housewife prizes as an ancient relic, practically priceless in value. In the linen section of the present-day, good salesmen are scarce. Some handle

Have You Seen It? What?

The Staunton Line of

WALL PAPERS

for 1913.

The line is a wonderful exposition of the latest and best in Wall Paper, and places Canadian Enterprise in the very front rank.

The profit-earning possibilities are evident in every pattern.

"Wait for the Man from Stauntons"

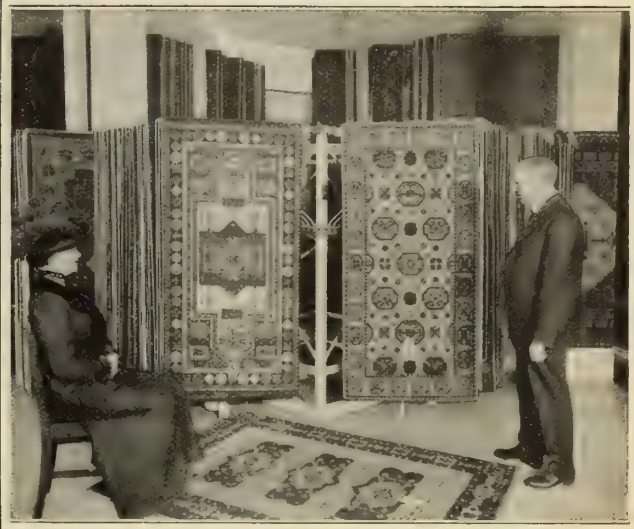
He will show you this Line soon.

STAUNTONS Limited

Wall Paper Manufacturers

941 Yonge St., TORONTO

Best Display Racks



Section of floor covering department of the Los Angeles Furniture Co., Los Angeles, Cal., showing "BEST" Rug Display Racks. Rack in foreground displays 120 small rugs.

Rug Sales Multiplied

Do what other progressive merchants have done and are doing. Equip your store with the "BEST" Display Rack and conserve space in your rug department, secure more display and increase your sales.

"BEST" Rug Racks are carefully, perfectly built; planned to your own specified dimensions, for your own particular requirements, and therefore permanent, money-making, enduring fixtures. You can afford nothing but the "BEST."

Consult us regarding the cost of "BEST" Rug Racks for your rug department. Tell us how many rugs you carry for active display, and the height of your ceilings.

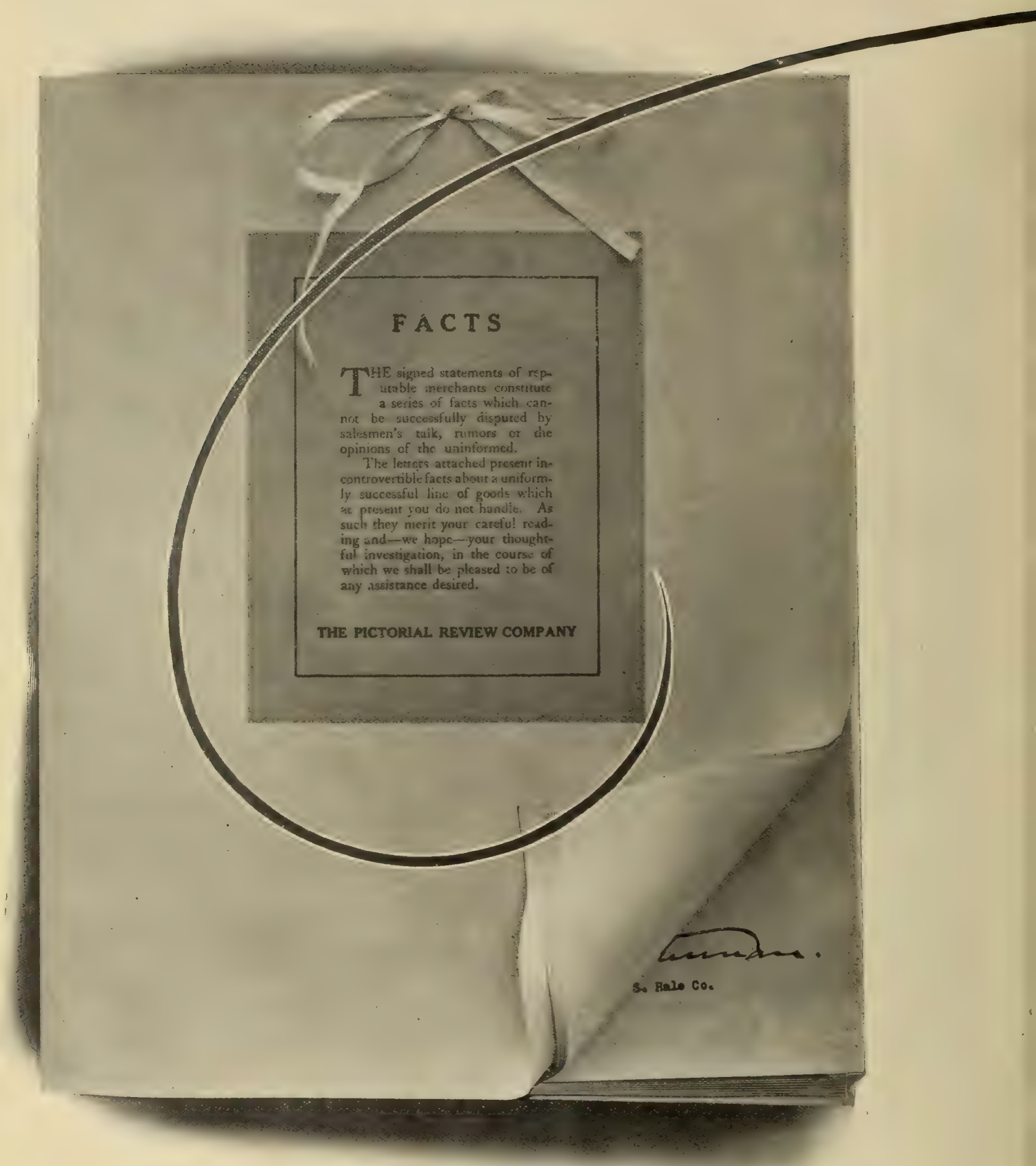
Ask for Illustrated Catalogues—They're Guides to Increased Rug Sales.

JOHN H. BEST

235 South Exchange Street
Galva, Illinois

Also Builders of Linoleum, Comfort, Blanket, Lace Curtain, Drapery and Portiere Display Racks

"Goods Well Displayed Are Half Sold."


FACTS
THE signed statements of reputable merchants constitute a series of facts which cannot be successfully disputed by salesmen's talk, rumors or the opinions of the uninformed.
The letters attached present incontrovertible facts about a uniformly successful line of goods which at present you do not handle. As such they merit your careful reading and—we hope—your thoughtful investigation, in the course of which we shall be pleased to be of any assistance desired.
THE PICTORIAL REVIEW COMPANY
S. Hale Co.

A Revelation of Paper Pattern Facts for Satisfied and Dissatisfied Retailers

PICTORIAL REVIEW PATTERNS
Now Manufactured in Canada

TO meet the inquiries and demands of the merchants of Canadian cities, we have established an office and factory for the manufacture of Pictorial Review patterns, in Toronto, at 265 King Street West.

To convince the merchants of Canada that the Pictorial Review patterns are to-day the most popular pattern in the United States, we have assembled over a hundred letters from representative dry goods stores selling Pictorial Review patterns.

Whether you are now handling patterns or not—whether you are now selling what you consider the best patterns, even if you have been selling them for twenty-five years or more, we urgently request you to send for this portfolio of Facts and devote ten minutes of your time to perusing these letters.

This Portfolio of letters is literally an explosion of facts—cold, hard, unbiased facts that will tear holes in any theory or prejudice there is.
They give you a true, broad perspective on the paper pattern situation, and give it from retailers who know what they are talking about. If for no other reason, you should read every letter in "Facts" which we want to send you.

It is free—here's the coupon—fill in and mail to us now.

The Pictorial Review Company
The Pictorial Review Building
222-224-226 West 39th Street - New York

PICTORIAL REVIEW CO., 265 King Street West, Toronto, Canada.
Please send me your Portfolio of letters from retail merchants regarding their experience in handling Paper Patterns. The Portfolio is free of cost or obligation.

Name .....

Address .....

Writer's Name .....

the precious linens with careless system, and inexperienced training. To sell linens carefully it must be studied not only as a daily routine, but an interesting hobby.

SELLING LINENS.

You must impress the "looker round" with the unprecedented value, consistent with quality. In every instance the lady shopper may say, "I need a tablecloth, but your price and quality do not appeal to me, I can buy cheaper from Messrs. ———, and at better value."

How would a salesman address this customer? If he was not impressed himself, if he did not know the quality of the goods, its weave, its finish and chiefly its productive and weaving qualities, he could not impress the customer. Your answer should be a combination of powerful selling talk on the qualities of the cloth, its weave and history. "Madam, this cloth to me is sterling value, as a linen man from the loom. If not impressed myself in good linens, I would not offer it to you. This cloth represents the highest stage of perfection in the linen industry. Possibly your forefathers studied carefully its example centuries ago, and never thought that their unceasing efforts in tablecloth productions would be sold for so small a figure in the years to come. In this cloth lies the fruit of his labors; his cunning craftsmanship has been brought to a small detail in price; his ideas condensed into this small cloth simply glowing with richness of quality and design, the threads carefully selected, the weft and warp of equal strength and the design and finish must now appeal to your sound judgment."

LINENS AS A SALE MAKER.

Linen as an introduction in making sales in the department stand second to none. Probably from the mere form of a doyley as a purchase, the customer, if impressed by the clerk, the class and qualities of goods he handles should make a good record of his abilities each instance.

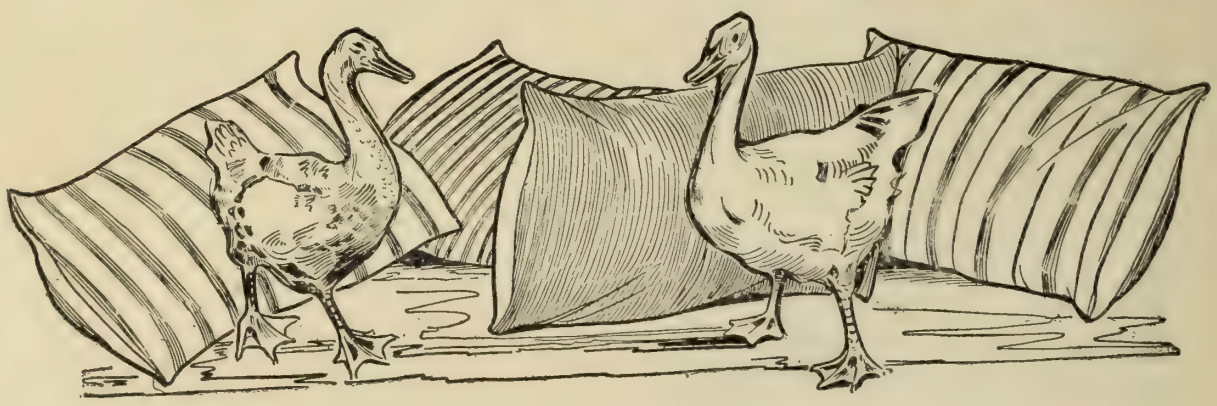
The writer is a firm believer in goods introduction, especially linens, whether household or fancy, and every clerk should study this point, *that the best salesman is not the man who only sells what the customer wants, but who sells what the customer does not ask for.*

Embroidered linens have also come to the front as a great leader in store merchandise. In Belfast to-day large firms are employing thousands of hands on the cheap line of embroidered cotton, tea, tray and bureau scarfs, which bring in the frugal housewife for a line at a very low figure, which have a great tendency to induce her to buy other articles of linens in the same department. There she had no anticipation of buying prior to her coming.

HAND EMBROIDERED LINENS.

Still to this day, away in the heart of old Ireland, in Counties Derby and Down, the Irish peasant girls

Pillows and Comforters



A guarantee of absolute reliability with everything we send out. Never any skimping of quality for the sake of a cheaper price. All our goods are precisely as represented, and the market has nothing better to offer in the lines that we manufacture

Toronto Feather and Down Co., Limited

"Where the Reliable Goods Come From."

35 BRITAIN STREET - - TORONTO

Montreal Agents—J. F. Hughes & Co., Merchants Bank Building, Montreal, Quebec



"Woollvena"

PURE DOWN QUILTS

A Smart Salesman will Double your Business with these Popular Goods

Note the Selling Points of "WOOLLVENA" PURE DOWN QUILTS.

- (1) *Woollvena Quilts are covered in high grade artistic materials and are Down Proof.*
- (2) *They are guaranteed filled with Pure Feather Down.*
- (3) *Are thoroughly and perfectly Ventilated.*
- (4) *Absolutely Reliable and give Warmth without Weight.*
- (5) *Are sold at a price that will return you a Good Profit.*
- (6) *Are Popular Throughout the World.*

Send for Illustrated Catalogue

RUSSELL & WOOLLVEN

28/30, CHRISTOPHER ST.
FINSBURY SQ.
LONDON

Agent for Canada, Mr. Fraser, 232. Central Avenue, London, Ontario

The Celebrated

'SKELDON' BLANKET

ALL PURE WOOL

Made in Ayrshire, Scotland, on "Ye Banks an' Braes o' Bonnie Doon," and Washed in its Pure and Classic Waters.

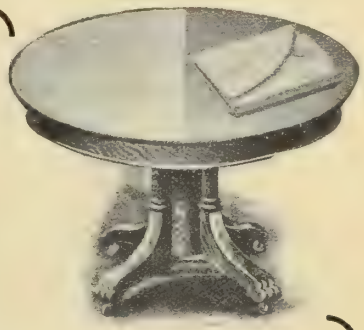
KNOWN and APPRECIATED, the WORLD over.

SCOTCH FOLK will be glad to get them.

A Supply of REAL HIGHLAND HEATHER sent by Makers with Goods. A Sprig may be given with Blankets to each Customer.

WHOLESALE AGENTS
A. WRIGHT & CO., 7 Sylvester Willson Bldg., Winnipeg
JAS. GROIL, St. Nicholas Bldg., Montreal

MAKERS
MILLER & PORTEOUS, Limited
Skeldon Mills
HOLLYBUSH, AYRSHIRE, SCOTLAND



Sells on Sight to Particular Housewives

The careful housekeeper of to-day has learned the necessity for a cover that will protect the dining room table from being scorched by hot dishes or ruined by moisture.

Ordinary silence cloths or table pads cannot be depended upon, so the demand will be for

J-M Asbestos Table Covers and Mats

Our prices to the trade are so low that you can undersell competitors, besides giving better value than they are able to offer.

The reason for this is obvious, as we mine our own asbestos and manufacture these goods in the largest quantities.

Just send in a trial order. Our line is so varied, made in so many styles and grades, that a stock can easily be selected which will please every one of your customers.

Write our nearest branch to-day for Booklet and Special Dealers' Prices.

THE CANADIAN
H. W. JOHNS-MANVILLE CO., Limited

Manufacturers of Asbestos and Magnesia Products — TRADE ASBESTOS MARK — Asbestos Roofings Packings, Electrical Supplies, Etc.

Toronto Montreal Winnipeg Vancouver

are sitting at their homestead doors (as the writer has seen them) busily drawing threads or embroidering the linens which possibly some day may reach the richest homes in the farthest parts of the world. The embroidery is exquisite and prized as an art from the poorest housewife to the noblest of the land.

The finished hand-embroidered linens, when they leave the peasant girls' hands, come to the finisher in all colors, some mussed and stained with handling, the contract prices being too low, cannot allow for particular cleanliness. The washing of these goods is done in simple, home-like style, and generally sprayed with a fine spray of common soap and water before ironing.

The embroidering machine is a new feature in reproducing a near approach of the stitch done by hand. In fact, it is not easily detected, but experienced view only tells the extreme difference. Embroidered linens are numerous, and we may touch upon this line, such as real Irish embroidered linens, Japanese, Mexican and Austrian work.

Larger Range of Wiltons.

Montreal, Aug. 2.—Manufacturers of Wilton carpets, in order to meet the increasing demand for one-piece rugs, are now offering Wilton rugs in all the medium standard sizes. Heretofore Wilton rugs have been made up from the 27-inch widths of carpet, but the mills have put in new looms that allow of the rugs being made in one piece. Samples for next season are now being shown.

Advances in prices range to as high as 25 per cent. It is claimed that increased cost of labor and transportation difficulties are responsible for the higher quotations.

An Adjustment Bureau.

A new method dealing with creditors and business failures was recently recommended to the Toronto wholesalers by Henry Detchon, of Winnipeg, at a meeting of the Credit Men's Association.

Addressing the Association, Mr. Detchon outlined methods which had been successfully followed in the West. He said that when they found a business concern was threatened with bankruptcy they called a meeting of the creditors and sent a reliable man out to prepare a full statement of the position of the failure.

Not only, he declared, was the assignee's fee partially eliminated, but they were able to arrange for a distribution of the assets monthly. Another feature of the system was an adjustment bureau with which they had been able to handle estates and pay the creditors 100 cents on the dollar, which in the hands of an assignee would probably pay not more than 50 cents on the dollar. With the adjustment bureau and in the joint investigation of business failures, they had been able to reduce the cost of liquidation very materially. They were also handling insurances adjustments.

They would soon unite, Mr. Detchon said, with the British Columbia Credit Men and the Association would then have branches in every Province of the Dominion.

T. P. Williams, head of the carpet and house furnishings department, in Greenshields Limited, Montreal, died July 2, after a brief illness. Mr. Williams was a valued employe of the firm and had been with them for fifteen years. He is being succeeded by Mr. MacKay, formerly with Daly & Morin, Montreal. Mr. MacKay is now in England with Geo. B. Fraser, a director of Greenshields Limited, on a buying trip.

"To sum it up," declares the general manager of a large store, "A man or woman who is personally honest, truthful, painstaking, cheerful, cleanly in mind and body, is bound to succeed as a salesman, especially when such qualifications are accompanied by ordinary intelligence."

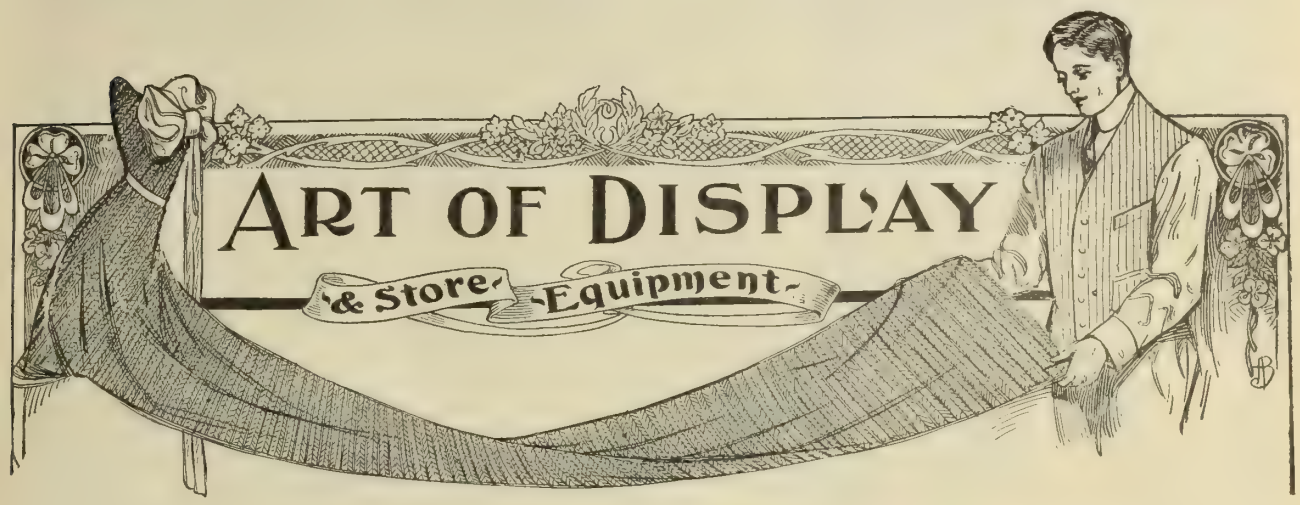
We respectfully request merchants and buyers visiting this city during the Exhibition to call and inspect our

Imported Axminster Rugs and Mats
Seamless Imitation Oriental Rugs and Mats
New Fibre Matting, Curtains, Etc.

You'll be under no compliment to buy. You are always welcome.

OTTO T. E. VEIT & CO., Importers and Commissioners
Showrooms: 726 Empire Bldg., 64 Wellington St. West, Toronto
PHONE MAIN 2592

The Review is the Official Organ of the Window Trimmers' Association



Swinging the millinery and ready-to-wear openings — A store-wide event — Getting an early start so as to avoid defects that attend hurry — Review of styles — Result showed display that will be thoroughly representative of the firm's enterprise

THE next and all important event in the window trimmers' schedule for Fall are millinery openings, closely followed by displays and merchandising for exhibition business. All the planning, worry, and fund of information gained about styles and latest display are combined in a grand show and trimmers must have everything in readiness so that the programme of different departments can be staged as smoothly as possible.

BROADER MERCHANDISING.

Formal openings are storewide and windows, interior ledges, cases and all departments participate. Several reasons are given for this change. The disposition to start seasons earlier and the growing response to ready-to-wear displays is detracting from the importance of millinery showings. This gradual change of business is a result of sales proportion and ability to do things on a larger scale, carrying the store as a whole. The idea is to conduct a formal opening, which does not specialize on millinery, as in the past but is a publicity event for the store, service and merchandise. The time and trouble previously expended, and the limited scope on millinery in which the whole resources of the store were placed at the disposal of that section has not left merchants anxious to sacrifice that greater event comprising all departments. Millinery openings have led to broader merchandising.

In preparing and carrying out formal openings an environment suggesting seasonable warmth, comfort and cosiness is desired with colors associated with Fall and Winter, radiating through the store and displays.

AN EARLY START.

By this time each department has the best showing forward with overhead ledge and counter trims completed the week before the openings. An early start at the windows is important, so as to carry out, with the least delay, evening displays, promenade and daily interchange of garments and models on figures and stands in the windows. Putting the new background into position takes time and whatever the



JEROME A. KOERBER

Chief of the window trimming department for Strawbridge & Clothier, Philadelphia, who will deliver two important illustrated addresses at the Window Trimmers' Convention, August 21-23, in the Prince George Hotel, Toronto.



Window by Jas. McNicholl, for Cressman's, Ltd., Peterboro, showing how scenic effect can be employed to good advantage in attractive window display and help produce sales by suggesting the appropriateness of the merchandise shown for wear in such seasons as suggested by the painting.

The setting gives the impression of a room with large French window draped with dainty curtains. Curtains drawn back, exposing a Summer woodland scene, and suggesting the desirability of the garments on display for attractive, out-of-door Summer wear.

The chair, with coat across one arm and small table with art lamp, further conveys the idea of a room setting.

Summer dresses with suitable accessories were shown in this window. Drapery background of champagne silk with 10-inch border of same material in rich coronation blue shade.

Floor covering of green felt. French window was made in trimmers' workroom—the materials costing about $1.00. Curtains were borrowed from drapery department.

Scenic painting can be purchased at about 25 cents square foot, or transparent at 35 cents. Scene used was 6 x 3 feet.

The idea of a French window has been used by the writer for a Winter display. In this case it represented a Winter scene, and was made transparent. A light was placed behind it and produced a very striking effect.

decorative scheme is, trimmers usually find more time is required than was anticipated. To be rushed at the last minute means that some feature is neglected or that the detail point in posing, groupings or finishing particular drapes is lost.

To have everything in good shape otherwise and find the front glass spotted or requiring a polish is sure to be the result of hurry. No matter how cleverly the windows are dressed or the pride that is justified by efforts and effects gained, the least carelessness is noticed and mentioned, because those usually criticizing would rather speak of these defects than say the displays are a credit to the store and the trimmer's abilities.

REVIEW OF STYLES.

Formal openings are successful more as a review of styles and an effort to show later novelties and exploit those authentic or high style creations bought during the wholesale openings or featured by millinery or ready-to-wear departments. By careful planning, trimmers can pass the full selection of more choice and perhaps less staple merchandise before customers, who buy early or prefer exclusiveness.

The policy of buying novelties and models to designate the inspiration of style, period examples and suggested cut, outlines, trimmings, tailoring, design and comparison of values is beneficial, both to windows, store prestige and departments interested. Models used serve this purpose in the formal events and can be sold by careful salesmen or managers, who make or take advantage of opportunities when they occur. Any fair losses are good advertising in this connection.

Prominent displays comprise ready-to-wear, millinery, dress goods, house furnishings, door or evening exhibits or floor showings in spaces relative to selling importance.

THE READY-TO-WEAR DISPLAY.

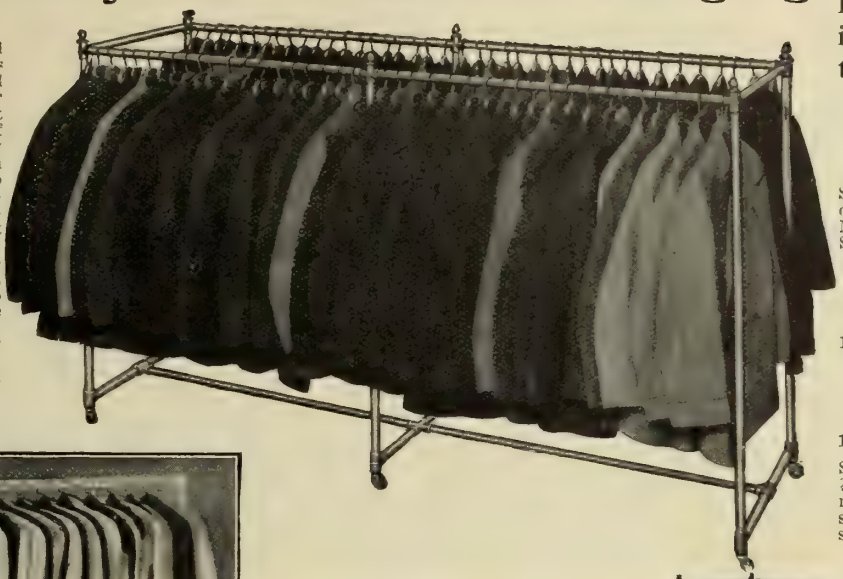
Ready-to-wear displays are usually put in first because arrays are quickly made. The posing consists in arranging the model suits, coats, wraps, dresses and skirts as naturally as possible and using pedestals and stands with novelty furs, one or two hats and accessories to complete the ensemble. Tickets are more elaborate than usual and announce the opening or refer in an informing way to the excellence of goods on view. The greater simplicity in the grouping the more refined the effect gained.

WORK OF ARTISTIC DISPLAY.

The opening millinery display follows and an opening window should be a work of artistic taste so arranged as to accentuate the workmanship and clever designing. The success of window displays reflects throughout the whole season and is creditable to the showroom and milliners in charge in the impression of new styles conveyed to customers. A desire to have every pose correct both from a style, color, and wear-

The Taylor-System of Garment Hanging

THE TAYLOR Bar-Steel Tube Rack System has not only revolutionized the method and manner of hanging clothing, but has cut the expense of the high-priced fancy clothing cabinets. Where a merchant can afford to spend his money for fancy fixtures, clothing cabinets may be O.K., but where a man wants SYSTEM, concentration, protection, and neatness, TAYLOR TUBE RACKS are best. Some of the largest clothiers in Canada and the U. S. are using our racks with great success. Send us an order. You will be pleased.



Dispenses With High Priced Clothing Cabinets for they serve the same purpose.

Model A

Double Bar-Polished Steel Tube Racks.

Shipped Knocked Down—and require no tools to set them up. Mounted on the famous Ball Socket Rollers.

Net Prices, F.O.B. Factory.

6 feet long, 4 posts .....$ 9.00
6 feet long, 6 posts 10.50
8 feet long, 6 posts 11.50
10 feet long, 6 posts 12.50

OXIDIZED STEEL TUBING.

6 feet long, 6 posts $13.00
8 feet long, 6 posts 14.00
10 feet long, 6 posts 15.00

Suit Racks stand 5 feet high and 26 inches wide. The Overcoat racks and Ladies' Garment racks stand 6 feet high. Same price as suit rack.



Single Rack, Model D.

Extra Heavy Overcoat and Ladies' Suit Rack

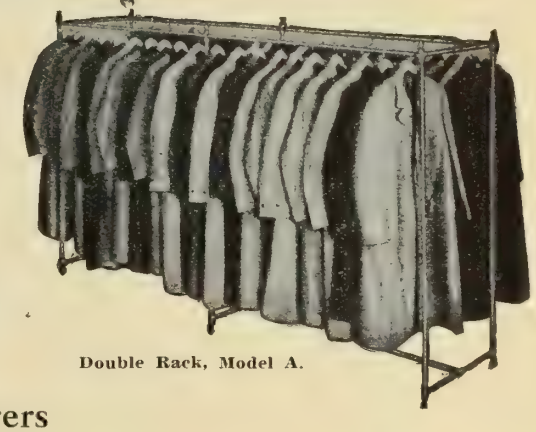
Single Bar

Made of 1½ inch polished steel tubing, gilt fittings, ball socket rollers.

6 feet long, 2 posts .....$.8.00
8 feet long, 3 posts 9.00
10 feet long, 3 posts 10.00

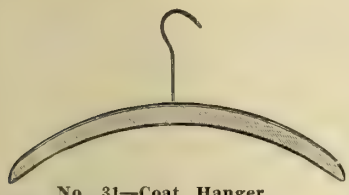
Made of 1½ in. Oxidized Tubing

6 feet long, 2 posts $10.00
8 feet long, 3 posts 11.00
10 feet long, 3 posts 12.00

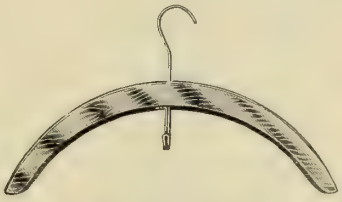


Double Rack, Model A.

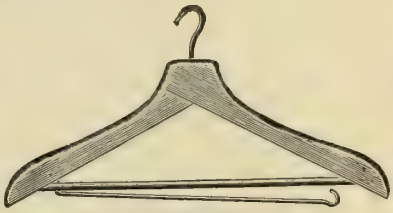
Correct Garment Hangers



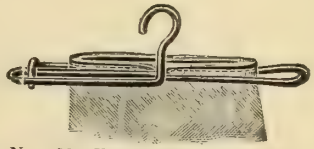
No. 31—Coat Hanger.
Smooth hand buff, wax finish, per 100 .....$3.50



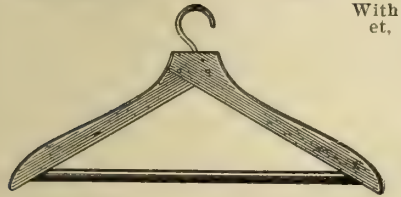
No. 25—Skirt Hanger.
With hook to skirt at placket, per 100 .....$6.00



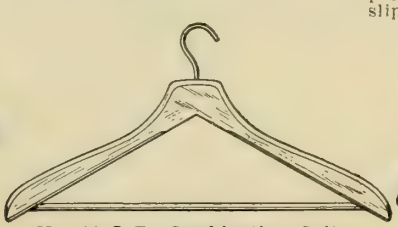
No. 54—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100.....$10.00



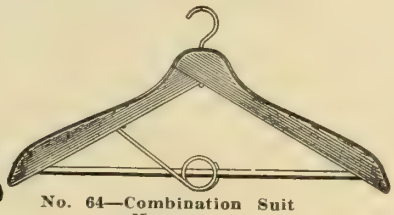
No. 90—Wire Skirt Hanger.
Holds skirt folded as shown, per 100 .....$4.00



No. 33 I B—Combination Suit Hanger.
Per 100 .....$7.50
No. 33, same without bar, per 100 .....$6.50
No. 33. B. Boys, 15 inches wide, per 100 .....$7.50
No. 39. B. Overcoat, 20 in. wide, per 100 .....$8.50
No. 39. Overcoat hanger without bar, per 100 .....$7.50

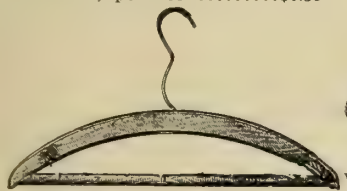


No. 34 I B—Combination Suit Hanger.
Inserted trouser bar, per 100.$8.00

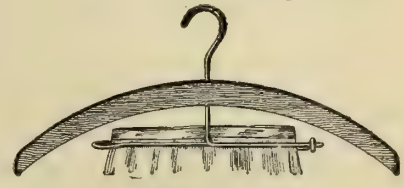


No. 64—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100 .....$9.00
No. 64—Boys. 15 in. Same price.

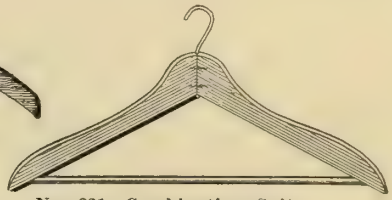
We are the Largest Dealers in Hangers in Canada



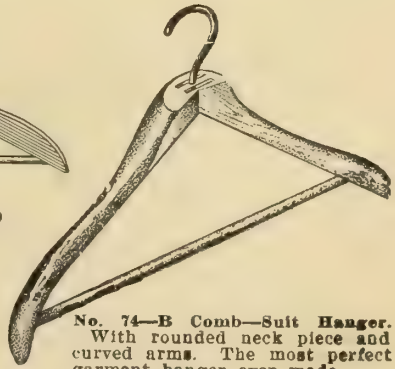
No. 31 X B—Suit Hanger.
With tacked trouser bar, per 100 .....$5.00



No. 92—Ladies' Combination Suit Hanger.
With wire attachment to hold skirt, per 100.....$6.00



No. 321—Combination Suit Hanger.
With inserted bar, per 100.$5.00



No. 74—B Comb—Suit Hanger.
With rounded neck piece and curved arms. The most perfect garment hanger ever made.
$15.00 per 100.

Mail Orders Promptly Filled

The Taylor Mfg. Company

HAMILTON - CANADA

Write for New Catalogue No. 96



Windows by Jas. McNicholl, for Cressman's, Ltd., Peterborough, exploiting white as the leading 1912 style feature, and driving home the fact that the various departments are well prepared to meet demands. Drape in the window on left is trimmed with black buttons and black silk; spray of locust to give a touch of color; bolt drape at back placed on art display bench, which is obstructed in the photo. Accessories used, millinery, parasols, handbags, gloves, etc., all in white or black. Size of window 7 x 7 ft. Curtain background and mirror frames covered with sateen in rich King's blue shade. Floor covering of tan felt. Oval frame and woodland scene gives desired effect of summer. Sateen for background sells for 25 cents yard retail. Felt for floor sells for 75 cents yard retail. Woodland scene in oval is cut from wall paper.

On the left is a corner window utilized to good advantage to the showing of a prominent style feature. The grouping is original in that all the goods shown were of the new gray and white stripe. Note the form drape at right made to represent coat and skirt costume, and showing cutaway coat effect; also grouping of accessories on art display bench in centre. Background of coronation blue silk, with 10-inch border and mirror frames at side covered with same material in rich tan shade. Mirror frames edged with seagrass; foliage used purple and white violets.

In the corner, suspended from the ceiling, was an oval frame covered with tan silk and containing summer woodland scene; fancy lamps at either side gave it an excellent finish and supplied extra light; lattice work covered with Chinese wisteria fastened at bottom of frame, but is obstructed in the photo; floor covering of tan felt to match the tan silk.

ing standpoint calls for extreme ideal and as more elaborate showings only happen twice a year extra trouble to please those to be satisfied gets the most pleasure out of the event.

Merchants look to the larger sales results and if people come in response to the advertiser's invitation, joined with that of the windows so much more enthusiasm is created.

However, success is measured by the broadness of the arrays in all departments and when it comes to sales most merchants are prone to encourage window trimmers to get broader than "millinery openings" and place stocks "as a whole" before customers for selection.

To start seasons earlier and induce customers to buy, without waiting until after the opening has resulted in the formal displays becoming a review instead of an initial showing.

Some trimmers use exclusive evening goods as a relief in their millinery displays. Dress goods are represented to advantage by showing new suitings in later approved cloths, novelties and decided colorings combined wtih silks and accessories. The general scheme carried out in the entire front and predominating color corresponding with the dictate of style, shows a high-class department and conveys several suggestions to prospective customers.

SOME STYLE TOUCHES.

Drapes this Fall will gradually introduce pleats into the skirts and portray the suit coat in 32-34-inch length. Although brown shows up best and the newer patterns favor a window of this shade, trimmers cannot go far wrong in featuring the numerous pleasing shades in blues at the later opening. Similar stands are to be used with a new one for pannier or suggestive full figure drapes. The real advertising value of suggested style rests this year in the ingenuity of trimmers themselves.

The programme for the balance of the opening week depends on the policy of the store but is fast favoring the usual daily routine and stores close on time. The windows are rearranged about Wednesday and an entire front posing of exclusive millinery and ready-to-wear novelties made for one evening. Under such conditions a floor interior display is also easily handled, departments are quickly dressed and the effect of the store interior, when lighted and viewed from the entrances is well worth the extra time in rearranging showings. A pleasing, yet different trim will give a perspective view of the entire store.

Advertising, windows and displays throughout show that the store is teeming with a variety of up-to-date, attractive goods backed by the confidence of the staff.

Success is measured by the response through the coming months.



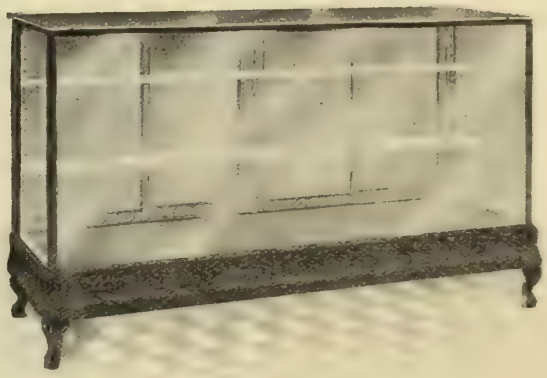
FROM JONES BROS. & COMPANY, LIMITED, TORONTO

AN INVITATION

We extend a cordial invitation to all members of the Canadian Window Trimmers' Association to visit our Show Rooms at 29-31 Adelaide Street West, and inspect the most complete and varied line of Silent Salesman Cases ever shown. Our offices, designs and ideas are at their command.

JONES BROS. & CO., Ltd.

The Leaders—Jones' Show Cases



Easiest Dressed—Nearest Dust-proof
Newest Designs—Cheapest Prices
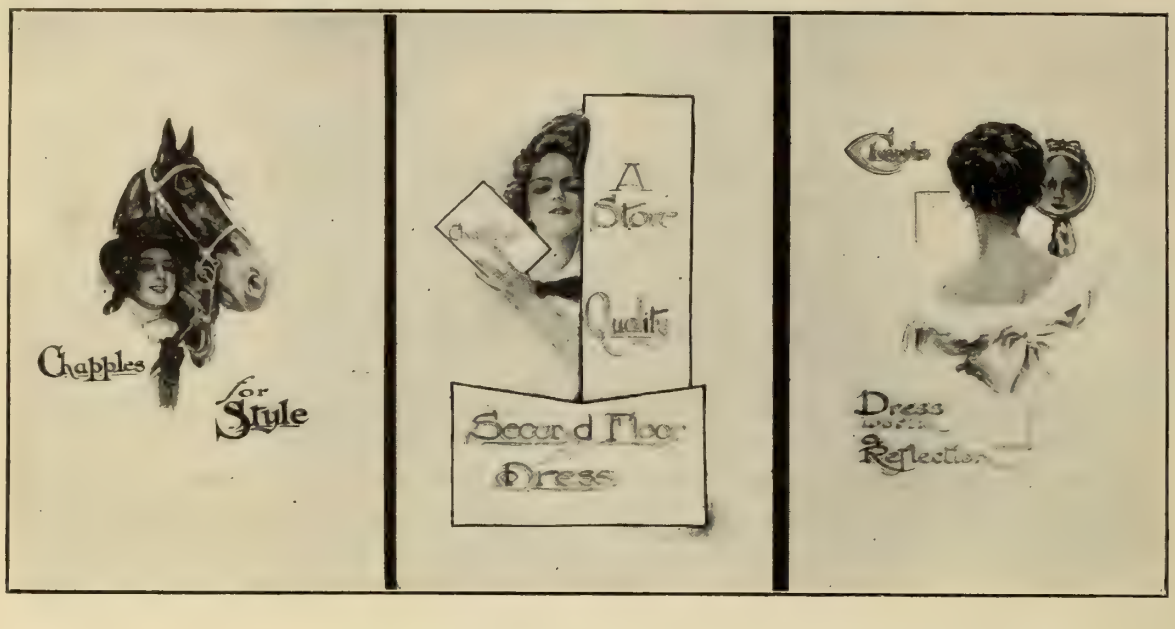
SEND FOR CATALOGUE

JONES BROS. & CO., LIMITED

DRY GOODS STORE BUILDERS

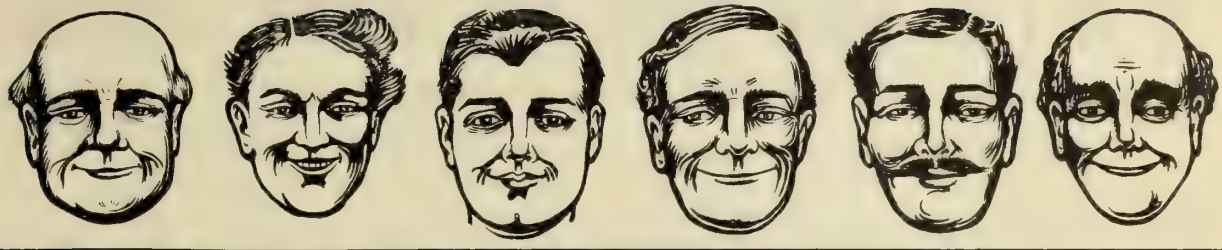
29-31 Adelaide Street West

TORONTO



A GROUP of show cards by Will Surman, for Chapples, Limited, Fort William, showing very artistic treatment of applied illustrations. Size of cards 22 x 14 inches. Reading from left to right, top group, lettering of first card is in soft green, the second in blue, with panels outlined in black and shaded background of blue, while the third card is treated in purple. In the bottom row the card "Outing Dress Suggestion" is in green with blue ornamentation; the child's card is lettered in blue and black, and the third in blue and black. The illustrations are for the most part done in flesh and natural tints, and the writer had to be careful in selecting colors to harmonize. In no case was the lettering large, but was made conspicuous rather by its neatness and the way in which it was executed to preserve the artistic balance of the card. Many little touches with pen and brush also served to minimize any striking suggestion that the pictures had been cut out and applied. These cards would give a note of distinction to any window.





Meet us at the CANADIAN WINDOW TRIMMERS' CONVENTION



We are the recognized leaders in the originating and manufacturing of all kinds of modern display fixtures, and drapery forms, wax figures, etc.

There's nothing new in the window trimming world that does not find its way into our showing, and many of the new ideas are first marketed by us.

Meet us at the Canadian Window Trimmers' Convention in Toronto on August 21st, 22nd and 23rd. We will be pleased to show you the line on display in our show rooms.

Come to Toronto.

DALE & PEARSALL

106 Front Street East -:- TORONTO

C.W.T.A. MEN WHO ARE DOING THINGS

"OUR store slogan is 'Always Something New,' and that slogan lies behind all our work. We have live windows and change one at least every day, keeping up with the times for special occasions and in front of the times as often as possible."

— Will Surman, decorator and card writer for Chapples, Limited, Fort William.

WILL SURMAN, decorator and card-writer for Chapples, Limited, Fort William, is serious enough about his work to be enthusiastic. Until August 14th, 1911, he had never touched a window, and until he came to this country last June he knew nothing about show cards. He states that he is just beginning to realize the tremendous forces behind window displays and what boundless opportunity there is in it for thought and work. As an art master in the Old Country he obtained a training that has been of great service to him in grouping, color and background arrangement. His cards and displays show a very high standard of artistic ability.

Although it is said that "some people are born for certain vocations," Mr. Surman is a card-writer and window trimmer simply because he "happened to drop into it."

"It was through the kind influence of a friend," he states, "that I came out from England to a position witth Fred Bond at his show-card shop in Toronto Arcade. All I have been able to learn about card-writing I owe to the two months experience I gained there.

"Then I heard that Chapples, Limited, were in need of a man. I applied, I got the job, I'm still holding it.

"I didn't know the least bit about window dressing. But I have the pleasure of working for a good straight firm, and although I know my first window looked pretty bad, they were good enough not to expect more from me than I was capable of. It's given me a deal of sympathy for all other fellows who, like myself, are just starting. And I take it, that the purpose of our Association is to "lend a hand" in helping us to stick to it. That's the greatest thing my experience has taught me—*stick to it.*

"I'll tell you what it's done. It's taught me to keep my eyes open. There are scores of helps for the card-writer in the advertisements one can find almost everywhere. Ideas for lay-out, ideas for 'the words you need, ideas for the words you *don't* need." They're to be found on every advertising page.

"And then, too, what ideas for window settings are there, in the illustrative pages of almost every magazine. Little suggestive things that the mind can store away for another day. Let's keep our eyes open.

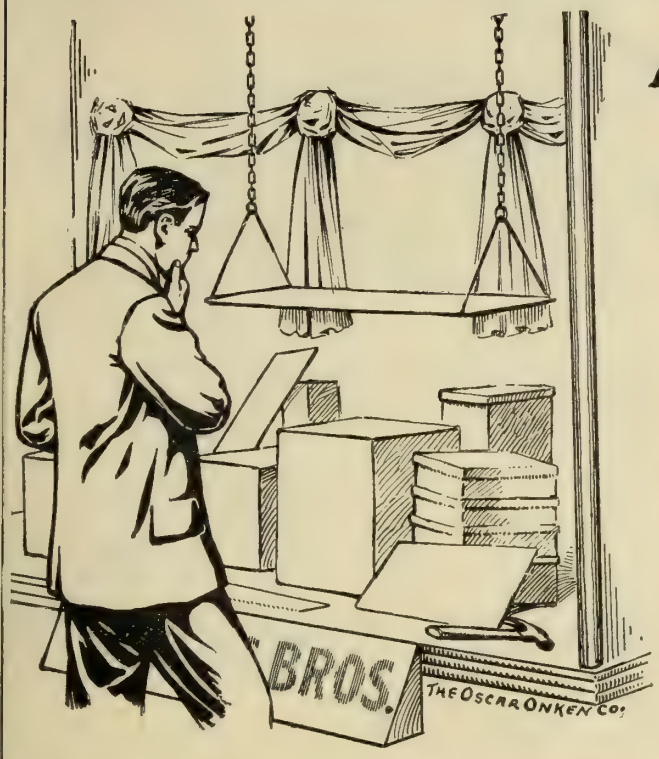
"Then it's taught me to go steady. My own experience has been that my best results have always been obtained when I've been able to spend a little thought over the planning of the display. Hustling



WILL SURMAN
Window Trimmer and Card Writer for Chapples, Limited, Fort William.

is all very well, but it pays to go steady even in card-writing and window decorating. Think things over and our displays will be better. Think things over and we shall prove ourselves more worthy of our jobs. Go steady.

"Good luck to all others who are just starting. I hope our bosses will never expect more from us than we're capable of, but I hope we shall be worth our salt and give them what we *are* capable of."



Are You Satisfied with your Windows?

if you are not, then you are

Groping in the Dark

ONKEN
INTERCHANGEABLE WOOD WINDOW FIXTURE
YOUNITS

(Patented 1911 in the United States and Foreign Countries)

My Set of Interchangeable Wood Window Fixture YOUNITS for the Retail Dry Goods Trade Will Positively Revolutionize the Drawing Power of Your Show Windows.

READ THIS:

MILLER BROS.,
General Merchants,
Stony Plain, Alta., Canada.

P.O. Box 24, Stony Plain, Alta., Sept. 10, 1911.

The Oscar Onken Co.,
Cincinnati, Ohio.

Gentlemen:—

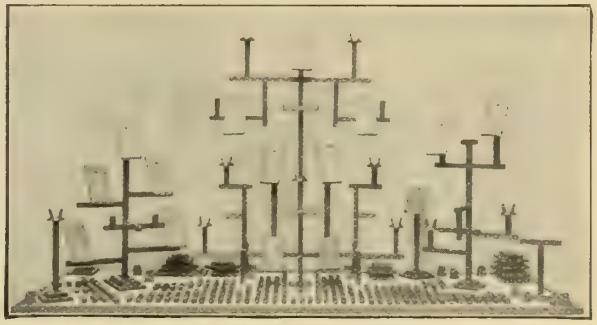
Please send us another set of the No. 4 ONKEN Wood Window Fixture YOUNITS. We have more windows to trim, and therefore can use another set.

Since using the first set you shipped us for about two weeks, we have concluded not to use any other make of fixtures, as we feel there are none like yours.

They are easy to set up and can be used for the different kind of merchandise we handle.

We would not be without the 2 sets for anything.

Yours very truly,
MILLER BROS.



THE FULL SET

The above illustration shows entire set of No. 2 DRY GOODS YOUNITS, comprising 203 YOUNITS to the set. There are 10 display slabs made of well-seasoned oak lumber. All slabs are fitted with tilting metal adjustments on back and front for holding them in different positions. The remaining 193 YOUNITS consist of BASE BLOCKS, UPRIGHTS, CROSS ARMS and EXTENSION YOUNITS in assorted lengths and sizes, which will enable you to make HUNDREDS and HUNDREDS of Window Trims and as many odd and standard fixtures.

Special Sets I Make:

Set No. 2 203 YOUNITS. For 2 large Dry Goods Windows and inside store use on counters and cases..... **$42.50**

Set No. 2½ 100 YOUNITS. For 1 large Dry Goods Window and inside store use on counters **$21.00**

Set No. 16 36 YOUNITS. For 2 large Dress Goods Windows and and also for displays inside of a store **$35.00**

Set No. 4 110 YOUNITS. This set is made for the general store trade. This set can be used for displaying Dry Goods, Furnishings, Clothing, Shoes, Hats, Hardware and Groceries, A good all-round set **$28.00**

Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the Southern Canadian Border.

Finish Made of select oak in three stock finishes, Weathered, Golden or Antique Oak, all in a soft, mellow, waxed finish.

Storage Chest Each Set is put up in a hardwood, hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS

Bookof of Designs A beautiful book of photographs showing large sized trims made with my YOUNITS sent FREE with each set.

Every Set Guaranteed to Give Satisfaction.
Shipments Made at Once.

YOU NEVER NEED A TOOL

THE OSCAR ONKEN CO.

Established 32 years

767 Fourth Avenue,
Cincinnati,
Ohio,
U.S.A.

Order through your JOBBER or DIRECT.

The Oscar Onken Co., 767 Fourth Ave., Cincinnati, O. Send me your Window Fixture Booklet.

Firm .....

City ..... Business .....

23

PALMENBERG
NEW YORK

CLASSIC DRAPING

We are ready to present our new draping form.
An entire novelty, made exclusively by us.

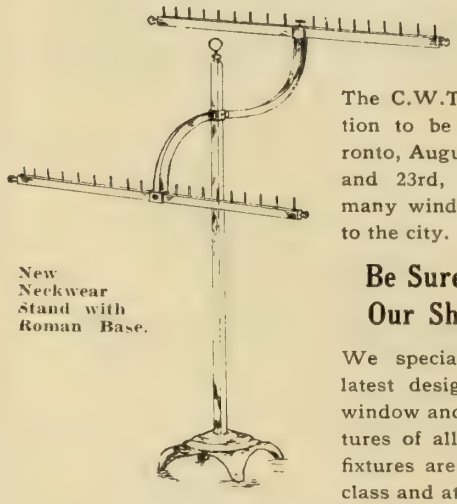
Write for Particulars

J. R. PALMENBERG'S SONS

Established 1852
710 BROADWAY, NEW YORK

30 Kingston Street, 110 Bedford Street } BOSTON
Factory: 89 and 91 West Third Street, New YORK
10 and 12 Hopkins Place BALTIMORE

Are You Coming To The Convention?



New Neckwear Stand with Roman Base.

The C.W.T.A. Convention to be held in Toronto, August 21st, 22nd and 23rd, will attract many window trimmers to the city. If you come

Be Sure to Visit Our Showrooms

We specialize on the latest designs in metal window and counter fixtures of all kinds. Our fixtures are in the better class and at right prices.

Toronto Brass Manufacturing Co.

17-21 Temperance Street

WE extend to the members of the Canadian Window Trimmers Association in convention in Toronto, a cordial greeting and an invitation to visit our showrooms whenever in Montreal.

Delfosse & Company

Office and Sample Rooms,
247-249 Craig St. West.
Factory, 1-3-5-7 Hermine Street
MONTREAL

Manufacturers of Fine Wax Figures, Display Fixtures, etc., etc.



WELCOME TO TORONTO

Mr. Window Trimmer

To the many window trimmers who will visit Toronto during the Canadian Window Trimmers' Convention, which will be held in the Assembly Hall of the Prince George Hotel on August 21st, 22nd and 23rd, we extend a cordial invitation to call and get better acquainted with us.

The Fixture House of Canada



We make a very complete line of wood and metal window fixtures, store display, drapery forms, and wax figures of all kinds.

That money invested in fixtures creates a perpetual income is the universal experience of the users of Richardson's product.

We make everything for the betterment of the window trimming art and store efficiency.

To all merchants visiting the city during Exhibition, we extend a cordial invitation to visit our showrooms at 99 Ontario street.

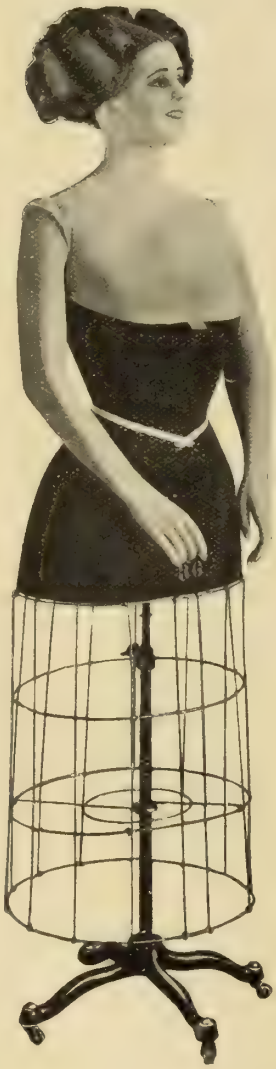
If you are likely to require any fixtures either now or in the future we may help you in selecting them personally.

Established 1890

A. S. Richardson & Co.

99 Ontario Street .:. .:. TORONTO

C.W.T.A. Convention Announcement



WE wish to extend an invitation to the members of the C. W. T. A. to visit our show rooms during the week of the Convention.

This is the first Canadian Window Trimmers' Convention and will be held in the Assembly Hall of the Prince George Hotel, Toronto, on August 21st, 22nd and 23rd. Trimmers will be well repaid by visiting our show rooms and looking through our stock of the latest fixtures.

We are located at 159 - 161 King St. W., just one minute's walk from the Prince George — 2 doors east of the Princess Theatre.

Clatworthy & Son, Limited

"The Actual Manufacturers"

Established 1896 Inc. 1908

159-161 King St. W. Toronto, Ont.



Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:

New York Grand Rapids Chicago
Boston Portland



Make Your Show Windows Speak A Good Word for Your Store

There is nothing too good for a display space of this kind, and you should make the most of the space. The money properly expended in this way will prove to be one of the best investments that you can possibly make and is well worth your sincerest consideration.

For authoritative counsel in display problems, write to

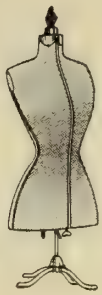
J. Clarence Bodine

Designer of Backgrounds That Bring Results

I can furnish decorative landscape panels, done in colors, to fit the season or occasion.

Studio, 854½ North State St., Chicago, Ill.
Phone Dearborn 752





It Will Pay You To Be Our Agent



Write To-day and Get in Line

There will be only one agent in your town for this world-famous dress form and there are hundreds of prospects who are, practically speaking, just waiting to have the "Hall-Borchert" form shown and explained to them.

Every housewife and every dressmaker is a prospect.

This form is recognized by the leading fashion artists of the world to-day as the best.

Write for the agency.

A cordial invitation extended to delegates of C. W. T. A. when in the city.

The Hall-Borchert Dress Form Co. of Canada, Ltd.

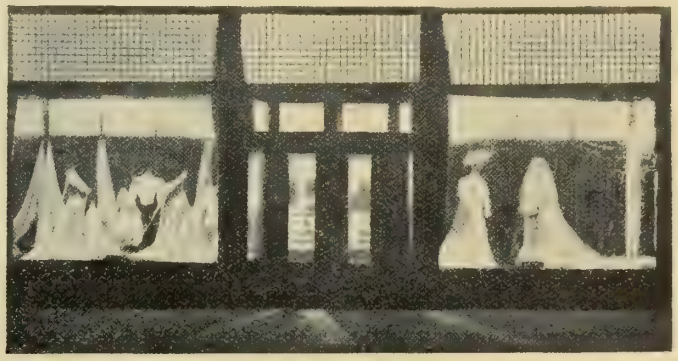
Office and Sample Rooms 158 Bay Street **Factory, 70-76 Pearl Street, Toronto**

Why Carry Goods to the Light

When the light can be carried to the goods at a small cost? If you carry the goods to the light you are losing time and money.

It is a great inconvenience to customers to have to walk to the front of the store to see the shade of the goods.

Be Progressive



Instal Luxfer Prisms

A Progressive Dry Goods Store magnificently lighted with Luxfer Prisms

Luxfer Prisms are a boon to the dry goods man. They flood the store with daylight from front to rear. They are installed just above the window as shown in illustration.

It pays to be progressive. Write for particulars.

LUXFER PRISM COMPANY

TORONTO -:- MONTREAL

Profitable Display Demands Practical Fixtures



No. 2—Practical Ribbon Cabinet

Practical Ribbon Cabinets Made in Eight Sizes



No. 3—Practical Ribbon Cabinet

Holding From 50 to 700 Bolts of Ribbon

PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6¼x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¼x38	325	23 00
5	28¾x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x42¾x43½	700	42 00

MADE OF OAK



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs hose.

Practical Hosiery Racks

Made of steel, nickel plated. ¶ Slip the stocking in the spring pair by pair. Place the spring in the frame at the top of the rack. ¶ A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.

No. 1—34 inches high, 16 inches wide. Has four springs. Capacity 72 pairs hose, $5.75.

No. 2—34 inches high, 17 inches wide. Has eight springs. Capacity 120 pairs hose, $6.75.

Practical Piece Goods Fixtures

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds forty pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50.
Practical Floor Fixture, height 5 feet. Price, $7.50.



Counter Fixture.

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y. 2360

C.W.T.A. Contests Closed August 1

WINDOW Trimmers and Cardwriters who intend entering examples of their work for competition in the various classes at the C. W. T. A. Convention, August 21-23. should bear in mind that entries closed August 1st, and that photos and cards shonld be in the hands of the Secretary as soon as possible, in order that classes may be arranged to facilitate work of judges.

Address Secretary C.W.T.A., 143 University Ave., Toronto

Merchants, You Are Invited

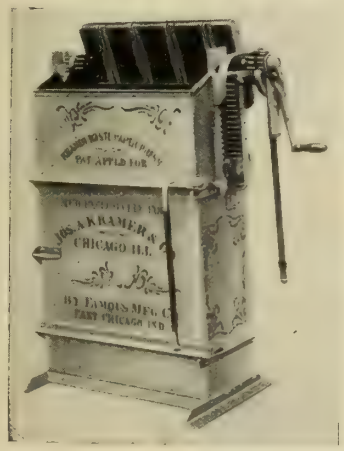
To the First Annual Convention of Canadian Window Trimmers, August 21-23, Prince George Hotel, Toronto.

A programme which will in every sense reflect the progress that is being made in the art of displaying goods has been prepared.

You will be able to ascertain whether your windows are being treated effectively, whether your appropriation is being wisely applied; whether or not it is sufficient in view of results to be obtained.

You may be in the city on a buying trip. Drop in on the window trimmers. The best men in the business will be there. You will hear their views on one of the most important branches of advertising.

In Any Event, Your Decorator Should Be There



KRAMER

ALL STEEL BALING PRESS

THERE ARE NO WOODEN PARTS

The ideal Baler for waste paper, rags, straw, excelsior, etc.
Do not purchase a wooden baler when you can use one made of steel.
Greater Strength—Smaller Floor Space, Easier to Operate—More Economical than any other Press on the market.

OVER 2,000 SOLD IN ONE YEAR

TORONTO TYPE FOUNDRY COMPANY, LIMITED
TORONTO MONTREAL WINNIPEG CALGARY REGINA

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers

Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved ELECTRIC CABLE CASH CARRIERS and PNEUMATIC DESPATCH TUBES.



CATALOG FREE

The Gipe-Hazard Store Service Co., Ltd.

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.

Twenty-Six Valuable Prizes

First Annual Contest—August 21-22-23

Canadian Window Trimmers' Association

Awards to be made at the Toronto Convention

Handsomely Engraved Silver Loving Cup. Five Gold and Silver Medals.
Air Brush. Special Manufacturers' Awards.

Terms of Contest

All members of the Canadian Window Trimmers' Association are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.

Photographs must be of this year's work, and must not have been submitted in any other contest or published elsewhere.

All photographs to be forwarded to the secretary at time goods are displayed to be filed for Grand Prize. Pictures will be returned to contestants after the Convention, if requested, except classes 10 and 12.

Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.

All windows, unit trims or show cards to be available for publication in Dry Goods Review.

Contest Closes August 1st, 1912.

Importance of Awards. - Points Considered

All Decorators and Cardwriters, aiming at proficiency or better results will submit photographs in different classes because each award stands for individual success and distinction. The honour to be gained is valuable. To receive a prize in any of these classes it is assured trimmers they must submit their best work and efforts to gain such distinction. Each award is a lasting testimonial, designates a premier position and is considered as such by competent judges and fellow trimmers.

Prizes will be beautifully designed and engraved with trimmer's name, date, class or proficiency it represents. Every trimmer has an equal chance in competing with trimmers working under similar conditions, windows, appropriations and merchandising schemes. Compete for Grand Prizes and Special Prizes and send along photographs.

In judging windows submitted, the judges appointed by the Prize and Reception Committee will be disinterested. Each display is to be considered as to its merits under the conditions implied in each class. Three trimmers of recognized authority will be appointed judges and will award prizes for attractiveness, originality, selling merit and general effect gained for merchandise shown, relative to the different competitions.

Classification of Prizes:

Annual Grand Prize—Silver Loving Cup, presented by Dry Goods Review

Class 1—Silver loving cup, suitably engraved, for the best collection of good or original window and unit trim photographs submitted by contestants during the year. Cup to become property of the winning decorator each year.

Original Windows

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

Holiday or Opening Windows

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

Merchandising Windows

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

Men's Wear Windows

Class 5—Open to men's wear trimmers of Canada.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

Cardwriters' Grand Prize—Air Brush, donated by Paasche Air Brush Co., Chicago

Class 6—Fountain Air Brush, Model F., for best collection of show cards and practical tickets submitted by contestant showing work used in actual merchandising.

Floral Decorations

Class 7—Open to all trimmers.

1st Prize—$10.00 in cash.
2nd Prize—$5.00 in cash.

Awarded by **Botanical Decorating Co., Chicago.** For best window or interior decoration trimmed with artificial flowers.

Original Drape or New Form

Class 8—Open to all trimmers.

Prize—Gold-headed cane.

Awarded by **Dale & Pearsall, Toronto.** For best original drape on any of their fixtures or forms, or for new model stand and drape suitable for commercial purposes.

Unit Trims

Class 9—Open to all trimmers.

1st Prize—$10.00.
2nd Prize—$5.00.

Awarded by **Clatworthy & Son, Ltd., Toronto.** For best unit trims or displays on metal fixtures (dry goods or men's furnishings) and combined arrangement of same.

Best Dressed Show-cases

Class 10—Open to all trimmers.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

Awarded by **Jones Bros. Co., Ltd., Toronto.** For best dressed showcase, any line of merchandise in cases manufactured by this firm.

Background Suggestions

Class 11—Open to all trimmers.

1st Prize—Brass candlesticks.

Awarded by **Toronto Brass Mfg. Co., Toronto.** For best practical background suggestion or period setting.

Best Show Case Display

Class 12—Open to all trimmers.

1st Prize—$10.00.
2nd Prize—$5.00.

Awarded by **Joseph R. Wilson, Toronto.** For best counter or case displays fitted with (Essex) S. X. display racks. Any suitable line of merchandise.

Best arranged Men's Wear Store or Clothing Department.

Class 13—Open to all trimmers.

1st Prize—$10.00
2nd Prize—$5.00

Awarded by **Taylor Manufacturing Co., Hamilton,** for best Men's Clothing Section or Exclusive Men's Wear Store equipped with Taylor-Made Rack System.

Best arranged Ready-to-Wear Showroom.

Class 14—Open to all trimmers.

1st Prize—$10.00
2nd Prize—$5.00

Awarded by **Taylor Manufacturing Co., Hamilton,** for best Women's Ready-to-Wear Department equipped with Taylor-Made Rack System.

Scenic Background Prizes, awarded by Calkins Studio, Chicago

Class 15—Open to all trimmers.

1st Prize—$25.00.
2nd Prize—$15.00.

For the most effective window trim or store interior decorations submitted, using scenic effects, no stipulation being made as to whom scenic effects are made by.

Canadian Window Trimmers' Association

143 University Ave. - - - Toronto

ADDRESS ALL COMMUNICATIONS TO THE SECRETARY

Canadian Window Trimmers' Association

First Annual

Convention Program

Addresses
Demonstrations
Stereopticon Talks
Displays

to be held in Assembly Hall,

JEROME A. KOERBER, Strawbridge & Clothier, - Philadelphia
H. HOLLINSWORTH, Robt. Simpson Co., Limited, - Toronto
THOS. DALE, Fixture Specialist, - - - Toronto
AND OTHERS

Wednesday, Aug. 21st., 1912

MORNING

9.00 a.m.—Assembling of members and welcome by entertaining committee.

10.00 a.m.—Address of welcome by President H. C. MacDonald. Reports by officers and committees; applications for membership; general business; nominations; appointment of contest judges; election of honorary members; new business.

AFTERNOON

1.30 p.m.—**Report of National Association of Window Trimmers of America convention, held in Chicago, by Vice-President H. Robinson.**

2.30 p.m.—**Hints to Window Trimmers.** How to ask for an increase in salary; attitude toward heads of departments; trimmer's ambitions and opportunities; truthfulness and honesty; jealousies and standing. **H. Hollinsworth.**

Applications of Wall Papers in Modern Window Backgrounds. Demonstrated by practical panels, with suggestions to work out many inexpensive settings showing the possibilities open to trimmers in this direction. **H. Hollinsworth.**

4.30 p.m.—Entire convention assembles for photo.

Thursday, Aug. 22nd.

MORNING

9.00 a.m.—Election of officers; announcement of awards of contest judges.

10.00 a.m.—**Window trimming from the merchant's viewpoint.** Discussion opened by prominent merchant.

11.00 a.m.—**Introductory Address.** A heart-to-heart talk with the boys, touching their relations with their department. Hints how to push ahead and win out. Personal experiences touching on formal and informal displays. **Jerome A. Koerber.**

AFTERNOON

1.30 p.m.—**Air brush and show card demonstration. Wallace Hess**, Chicago, who is considered the foremost department store card writer.

2.30 p.m.—Comprehensive talk on windows, which will cover the proper **handling** and **selecting** of merchandise for display purposes. Pannier and period drapes and their derivation, including demonstrations on

Entertainment The Reception Committee have in view a program which will combine pleasure and business to the extent that the first annual convention may set a high record for those that are to follow. Every window trimmer, whether a member or not, will find it to his advantage to attend. Merchants and buyers in the city at the time are invited to be present at the meetings.

Canadian Window Trimmers' Association

Three Profitable Days

Aug. 21, 22, 23, 1912

"Prince George" Hotel, Toronto

GEO. J. COWAN, Window Trim'g Expert, Dry Goods Reporter, Chicago
WALLACE HESS, Show Card Expert, - - Chicago
H. C. MacDONALD, Murray-Kay Co., Limited, - Toronto
H. ROBINSON, R. McKay & Co., - - - Hamilton
AND PROMINENT MERCHANTS

Elections
Discussions
Reports, Awards
Entertainment

new fall drapes, with lantern slide illustrations. **Jerome A. Koerber.**

EVENING

7.45 p.m.—**Stereopticon Lecture.** Talks on window trimming, illustrated by over 100 slides showing the finest stores and window-trimmers' work in America and Europe, discussing their strong and weak points, proper effects of colors, up-to-date backgrounds, display arrangement, including trims for all seasons of the year. **Geo. J. Cowan.**

9.00 p.m.—**Awards of Prizes.**

Special attractions of the convention every day. Displays of window photographs, high-class show cards, contest prizes, manufacturers' latest improvements, new fixtures, draping trimming requirements of all descriptions.

Friday, Aug. 23rd.

MORNING

9.00 a.m.—Report of nomination committee; selection of city for next convention; completing unfinished business.

10.00 a.m.—**The manufacture of wax figures; proper care and instructions in cleaning and repairing. Demonstrated. Thomas Dale.**

The educational features of this address will be apparent to every window trimmer, who has to experiment in keeping his wax figures in shape. It will be an interesting demonstration of the work from the manufacturer's standpoint.

AFTERNOON

Open.—The last afternoon will be free to trimmers who want to visit the many manufacturers or the departmental stores. This will enable those to get away who have to be at business Saturday.

Extra Demonstrations

The committee have under consideration several other attractive features, which will be announced later. The program is being arranged with a view to touching on the newest things. Everything points to successfully obtaining proposed or added demonstrations which will be held on Friday afternoon, or interspersed among the other days.

Merchants See that your window trimmer attends this event. It will be rich in ideas, and place him in touch with some of the best men in the business. He will return with enthusiasm and ready to apply himself to the demand of the fall openings. Stores large and small are equally interested. Co-operation for better advertising and merchandising means more business. Send your men along. If possible, come yourself.

BLACK AND WHITE NOVELTIES



EXCLUSIVE PRODUCTIONS

LADIES' WEAR LIMITED Makers TORONTO

W. F. GOFORTH, Managing Director

. . BY . .

LADIES' WEAR LIMITED

84 WELLINGTON STREET WEST

TORONTO, ONT.



DRESS ACCESSORIES



THE BUYERS' VIEWPOINT

An exceptional lace and ribbon season is indicated.

Revival of bead and spangle bands for over dresses and tunics.

The latest idea in neckwear, that is the Robespierre effect, is being well received and will contribute largely to the season's success.

Fluffy effects in neckwear coming back into favor — Latest jabots wide at the neck — Craze for black and white — Vest effects good — Shadow lace a favorite in neckwear — Much ribbon used — Changeables very strong

THERE is a decidedly improving outlook before ladies' neckwear, and the opinion in the trade is that the season is to be an excellent one. The introduction of a new idea, if at all practical, is always a great incentive to sales. This the Robespierre is, and moreover, in it designers not only have a fresh motive but one that seems to be capable of attractive and becoming development. Robespierre effects are all the rage in Paris and in New York they are featured on every side. Therefore, it only remains to see how the new neckwear will strike the Canadian market. Retailers are reminded that this matter is to a great extent in their own hands and that it is all a matter of proper introduction.

Many New York stores, in showing the new neckwear, have adopted the plan of bringing a few plain-tailored waists in satin or charmeuse into the department and of showing the transformation that is affected by the addition of a Robespierre neckpiece.

Manufacturers see other and further possibilities in the new neckwear modes. It is the advent of a period of fluffy effects in neckwear that pleases, and the belief that this tendency will continue and develop after the Robespierre has had its day. In short, it is a most satisfactory change in fashions' attitude on the subject of neckwear that is held to be significant.

The first low-necked models in Robespierres shown are giving way, now that the proper season is arriving, to high neck styles decorated in numberless ways with different collars and tabs. Though the majority of models are open in front, many are filled in with a little folded or plain chocker effect. This is a concession to the woman who does not care to bare her neck.

Notwithstanding the appearance of the high neck Robespierres many low-necked models are showing as there is at present a well-defined tendency in favor of low neck dressing.

One of the smartest forms in which the Robespierre comes is shown in the many novel vest effects. These vests are either divided and fastened down the centre or are in the shape of a long or short V. This V may be of lace, tucked net or of taffeta or satin and is both short and wide or long and narrow. The Review is illustrating a number of Robespierre collars in this number that have this effect as a prominent feature.

For popular-priced selling, stocks are shown in varied styles. Just at present, the selling interest is centered in those developed in black and white, in taffeta satin, and in pique. For later selling, stocks of net and lace, many with touches of color or gold introduced in different ways, will be featured. As a rule, there is some kind of a jabot finish and these jabots come in wonderful variety. Imported Parisian neckwear shows very wide jabots in the sense that they not only spread out on the lower edge, but are very wide where they set into the collar and models are seen that reach well to half way round the neck. Circular fan-pleated jabots are on this order and are new and ought to take.

The jabot line for the coming season shows many dainty effects. About the most effective are medium-sized jabots of very fine embroidered batiste cut out to follow the edge of the pattern and edged with various kinds of fancy laces. Shadows, Malines, fine Val and Syrian and Bohemian laces having the prefer-



On the left — Byron collar of black satin, with fichu ends of fine net and Malines lace. Ball buttons of cut crystal. On the right — Fancy Robespierre of black satin, with v-shaped vest effect, outlined with cut crystal buttons. The pleated revers are of shadow net, edged with Syrian lace.—Shown by Flett, Lowndes Co, Toronto.

ence. Bows of lace and sheer batiste have also some prominence.

Good business is being done right now in high-necked chemisettes. As a rule, they are without sleeves, but single and double pleated frills sewn onto a band are also sellers and pleating by the yard is a decidedly important item.



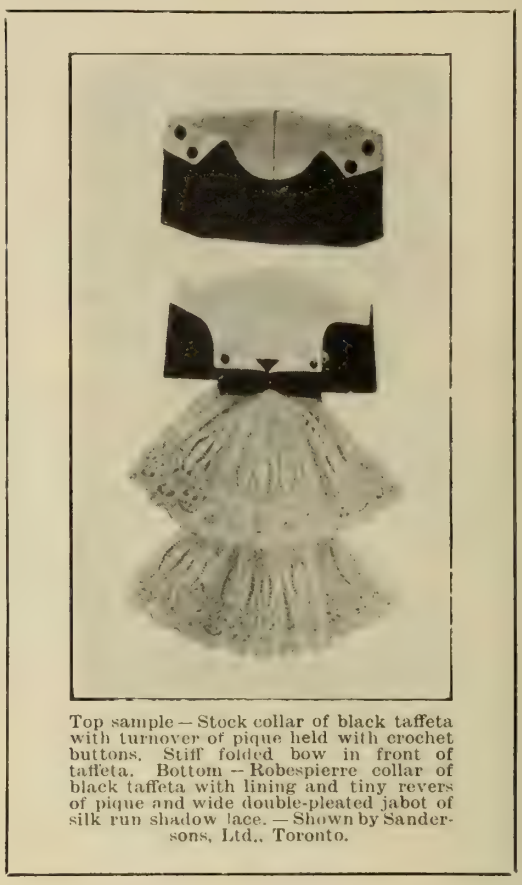
High Robespierre collar of black satin, with lining and turnover of white satin. The open front is filled in with shadow lace, and there is a long flat bow of narrow black velvet, under which the wide topped jabot is attached. The jabot is of finely pleated shadow lace.

High Robespierre collar of white satin, with turnover of black satin, and buttons and loops of velvet. These, with the velvet bows on the pleated fine net jabot, give the fashionable vest effect. The wide lace and the kilted lace that edges jabot and stock are in shadow effect.

Shown by R. D. Fairbairn Co., Toronto.

Plauen sets are to be good sellers and there is a tendency in the newer numbers to get away from the very large models. Novelty ideas incline to irregular outlines giving somewhat of the rever effect in front. High Directoire collars in embroidered linen and mercerized rep have large revers edged guipure, or Venise ball edging.

The strong tendency is towards the use of fine Malines and Brussels and novelty nets and light, soft-finished laces. Shadow laces are strong. Malines is good, and there is a growing tendency to favor fine



Top sample — Stock collar of black taffeta with turnover of pique held with crochet buttons. Stiff folded bow in front of taffeta. Bottom — Robespierre collar of black taffeta with lining and tiny revers of pique and wide double-pleated jabot of silk run shadow lace. — Shown by Sandersons, Ltd., Toronto.

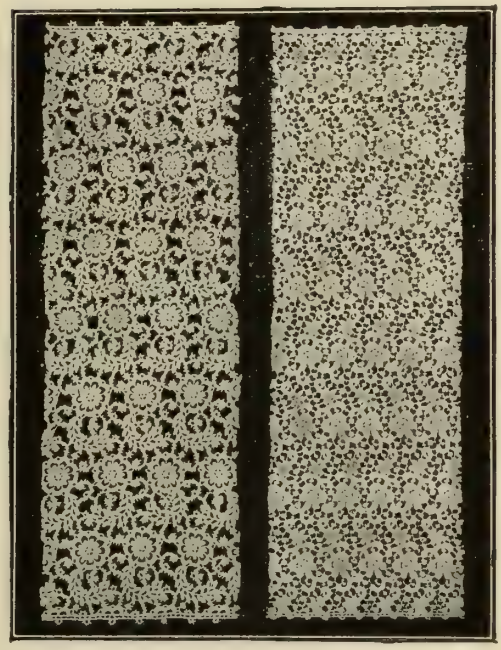
Vals, particularly in novelty patterns. Fine effects in Bohemian, and both real and imitation Syrian laces are in evidence. Crystal buttons and beads as well as touches of gold and colored beads are used and where color is used there is a feeling for made flower garnitures.

Buyers Ready for Lace Vogue

It is used in the form of jabot and frills to complete even the plainest tailor-made — Dressy gowns lavishly trimmed.

All fashion news favors the use of lace in lavish quantities. Even with the severest tailor-made, there is a considerable touch of lace seen in the large pleated jabots and frills at the wrists. The latest Parisian news states that lace-trimmed lingerie gowns have been the feature of the latter end of the Paris season, and that gowns of satin, charmeuse,

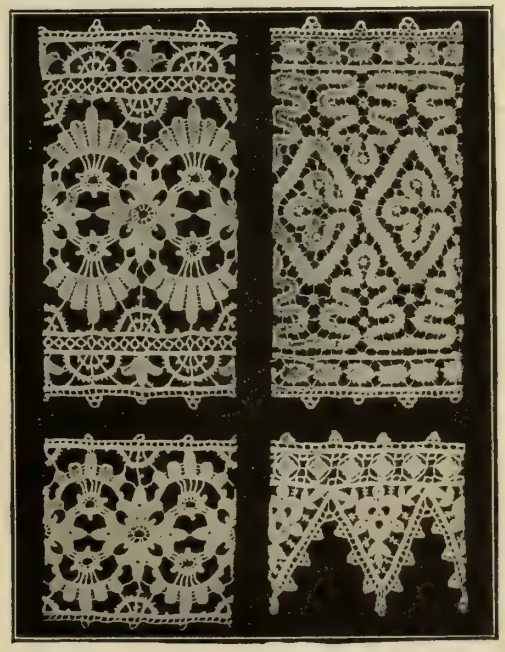
LACES AND TRIMMINGS

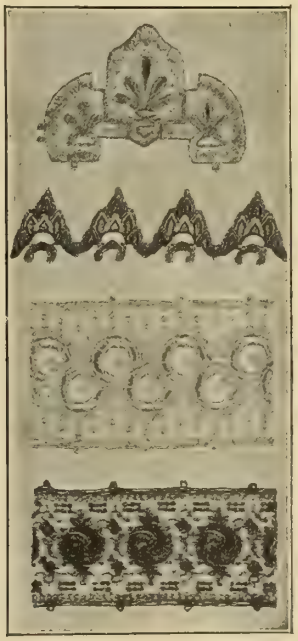




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MANUFACTURERS AND IMPORTERS

142-144 FRONT STREET WEST, - - TORONTO, CANADA



Embroidered linen collar in high backed Directoire shape with revers edged with Venise lace.—Shown by Sterling Lace & Novelty Co., Toronto

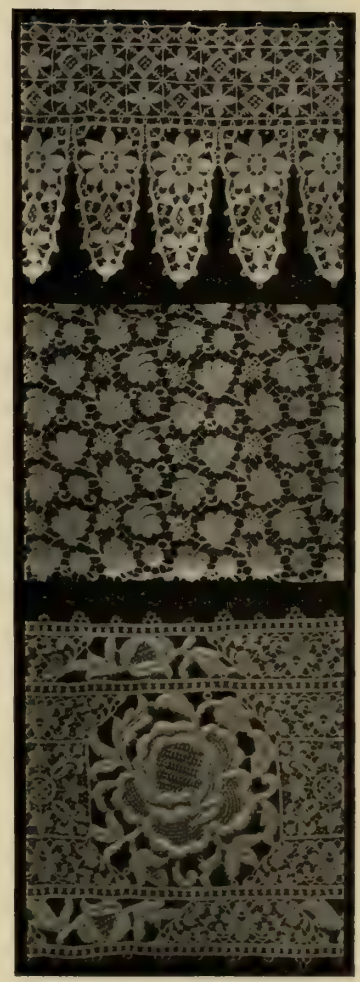
pongee, mousseline de soie, as the French call chiffon, are all lavishly lace-trimmed. Dresses of linen and chiffon have insertions of Valenciennes lace and are accordion pleated.

Both heavy and light laces are used, and the fashionable black and white combination is often achieved by the use of black and white laces. A dress of this class was of white charmeuse trimmed with bands of Venise and flounces of black Chantilly.



Venise bands are very popular. The two top samples are a wide and narrow band from the same set. The other band on the right is in flat Venise. The second sample on the first row is a Bohemian edge, showing the fashionable points. The three other samples are Venise ball and fringe effects. —Shown by Canada Veiling Co., Toronto.

Quite a new idea is the paletot dress. This is, as a rule, of corded silk, falling straight from throat to hem, but open and flying from the waist over a skirt entirely trimmed with ruffles of light lace. In short, everything points to an extensive use of lace, both in the coming Fall and in the approaching Spring season. The heavy laces promise best for the Fall, though light laces are by no means absent, but it would seem as though there was to be a revival of



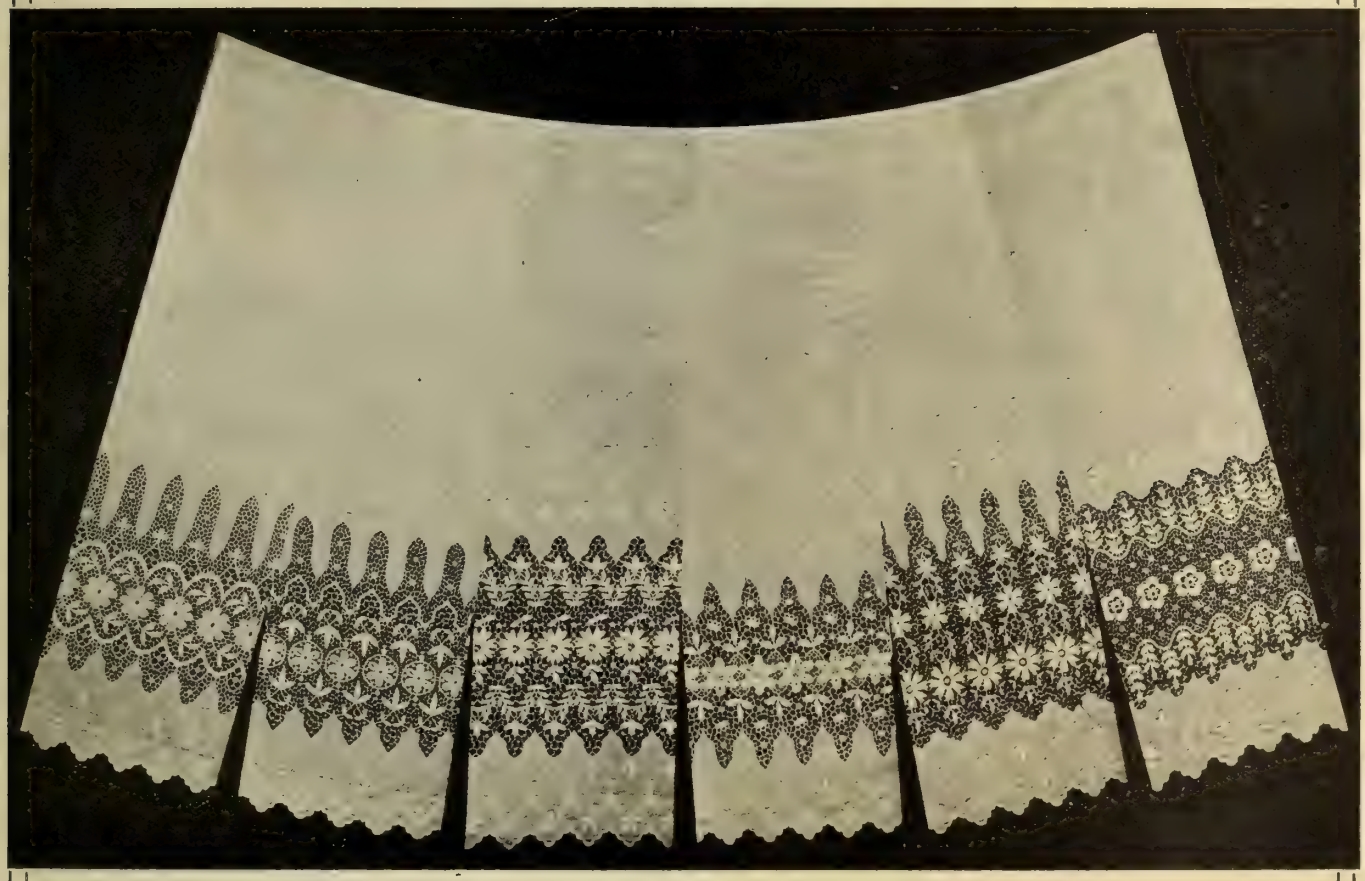
Top sample is a reticella venise, and bottom sample is a handsome venise band, both shown by Sterling Lace and Novelty Co., Toronto. Middle pattern is a venise allover in grape pattern. Shown by Canada Veiling Co., Toronto.

light laces next Spring, and that Valenciennes, which has not been good in the past season, would be again to the fore.

Venise, in all its varieties, is one of the prominent laces of the season. Beautiful patterns are showing in flat Venise, reticella and Venetian points, and the Vandyke edges that are so marked a feature of this lace are specially prominent this season. Russian and Bohemian patterns are arousing the interest of buyers, and are appearing in both heavy and light

Voss & Stuffmann, Ltd.

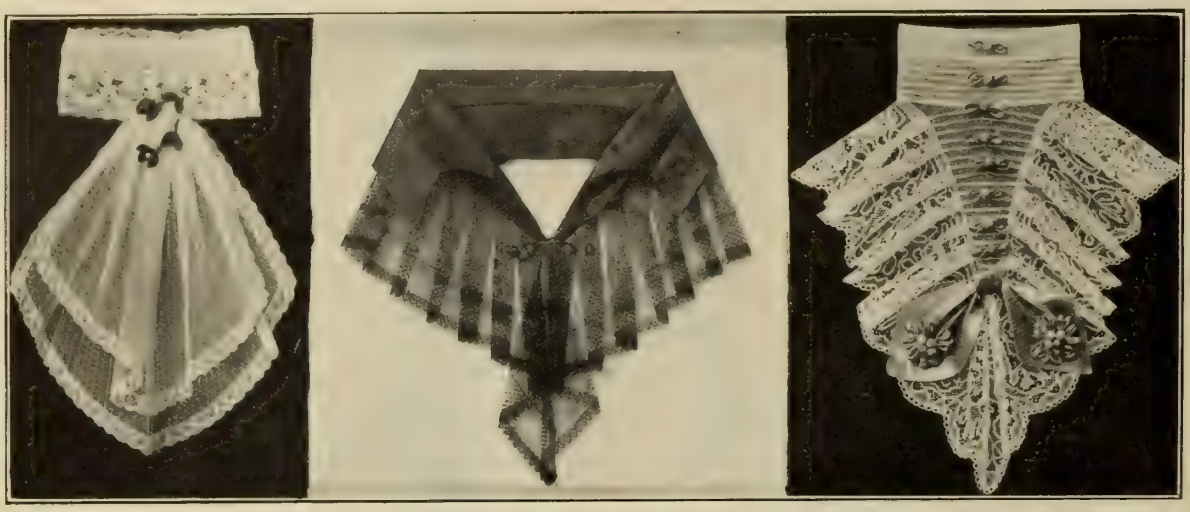
wish to remind their customers and the trade in general that their stock is now quite complete for the Fall season and respectfully invite inspection of their novelties in



LACES, EMBROIDERIES, TRIMMINGS, NECKWEAR, ETC.

Samples of any line promptly sent on request.

12 St. Helen Street : Montreal



Circular pleated jabot, with small floral ornamentation in gold and silver.

Robespierre effect in black and callot green taffeta and net.

Robespierre vest effect in Bohemian lace and satin bows and floral suggestion.

Shown by A. T. Reid Co., Toronto.

laces. Macrame is not new, but most buyers have included this lace in their Fall collection.

Quite a novelty is produced by embroidering laces with wash silks in pompadour colorings and in an adaptation of the new rambler rose embroidery. The flowers stand out in button effect, and the foliage in soft greens are produced in flat stitch.

The vogue of tinsel still lasts, and metal laces in dull gold, silver and steel effects following the lines of the prominent laces have an assured position for the coming season.

Ribbons are Widely Used

Many dainty toilette adjuncts made from ribbons — Tafetta faille and moire leading — Many brocaded effects.

A disposition to use more ribbon for millinery purposes is encouraging, and quantities of ribbon will also be required for the making of the many dainty little adjuncts of the toilette so fashionable now. The new ribbons are truly delightful. They are of taffeta, faille or moire, and the last named is the newest. Changeables in all weaves are very strong. Besides changeables, there are numerous brocaded effects, many of which are reproductions of old designs. Some show stripes of printed velvet, while others have flowered designs in self color. Others again show rich designs worked with silver or gold threads.

Pekin stripes are again put out as the new thing and there are also numerous irregularly-striped patterns. Though not so new, the picot edged ribbons introduced this summer promise to be a big item, and besides picot edges, heavy cord and edged ribbons are showing. As a rule, this fancy edge is developed in black. Pompadour printings and Jouy effects are other novelties.

There is a decided plaid revival, and Scotch plaids and fancy tartans are included in all lines.

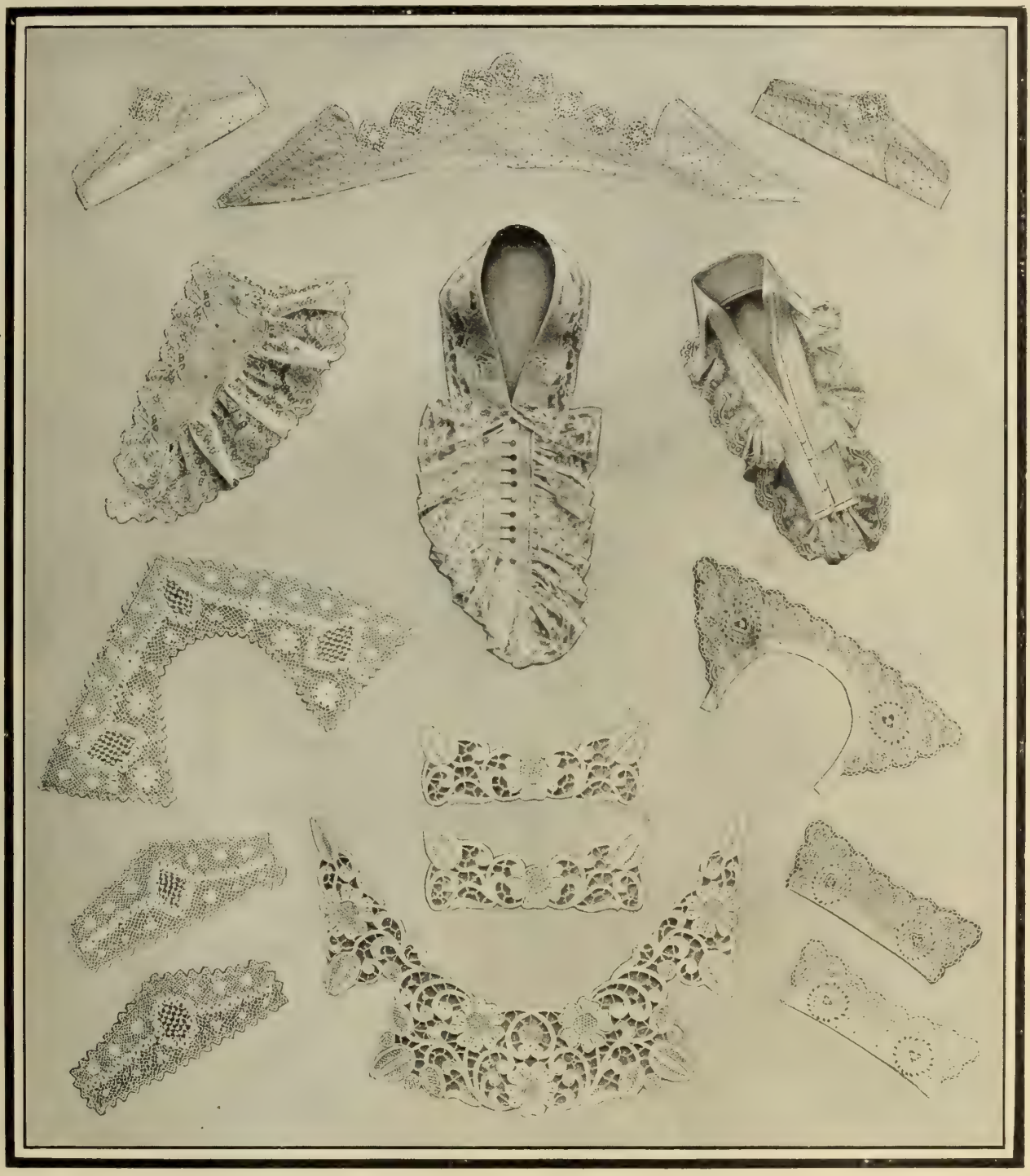
Among the many uses ribbons are put to is the tying of the feather boas. Quite a quantity is needed for this purpose, as both the loops and ends are left long. Then there is the fashionable neck ruff, made



Imported hand-knitted senoritas.—Shown by W. R. Brock, Toronto.

of gathered or pleated ribbon. Many of the new scarfs have ribbon edges, or are formed of net and graded widths of ribbon, with the widest at the outer edge. A pretty scarf of this kind was of bands of rose-pink chiffon, joined by a picot-edged ribbon of white faille, with a design of small bunches of roses. Handsome brocaded velvet ribbons and ribbons of antique design are made into hand bags, and dresses, cloaks and short taffeta coats are trimmed with the new wide panel ribbons.

(See page 114)



FALL NECKWEAR SUGGESTIONS

WE invite your careful inspection of our 1912 Fall line, which includes a large range of exclusive Hand and Hand-loom Embroidered Handkerchiefs and many new models in Ladies' Neckwear and Belts.

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Our Fall line is enjoying the greatest success possible.

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THE VEILING AND LACE HOUSE

WE have now a complete range of novelties for Fall, and cordially invite your inspection when in our city. We take pleasure in offering our services, and ask you to call and see us August 26th and following days.

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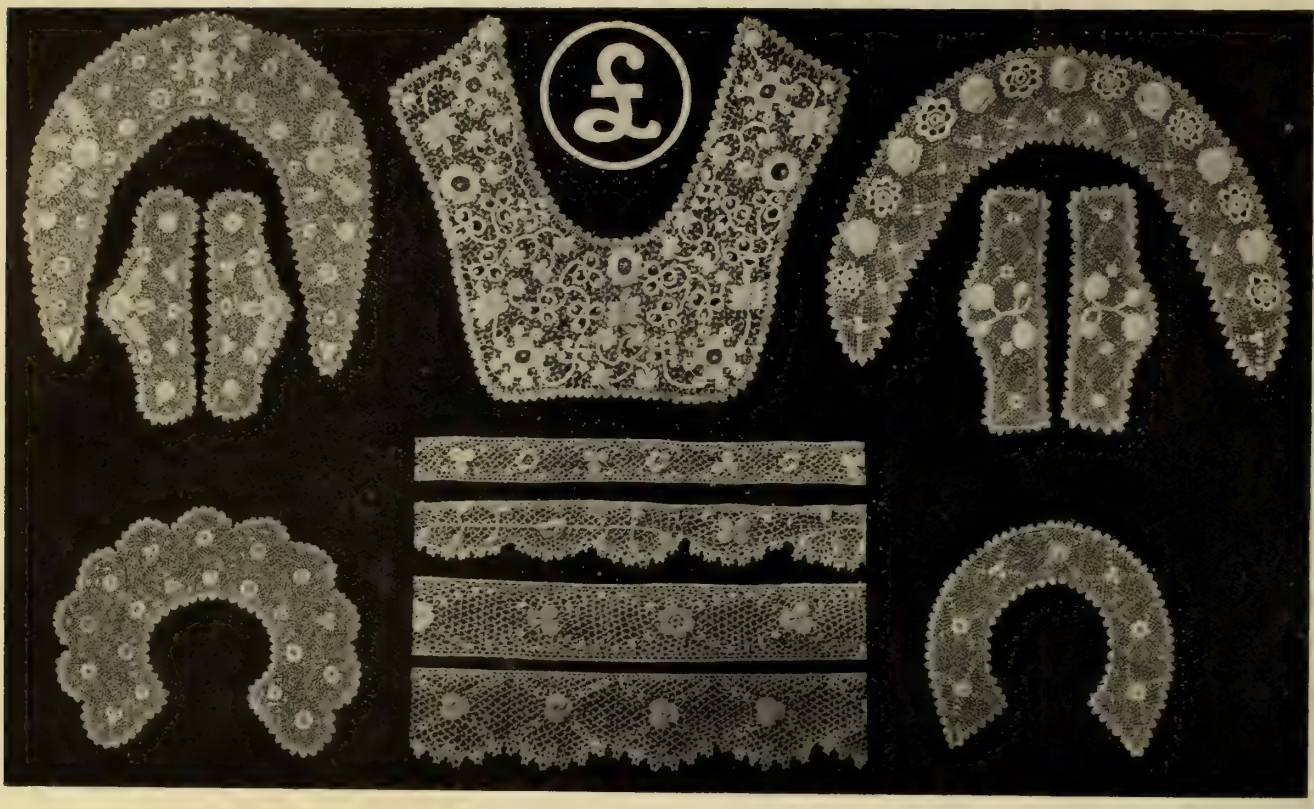
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Cabinet pearls is a specialty with us. A trial order will convince that we are the pearl centre.

All letter orders are filled with care the same day they reach us.

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FRILLINGS

We're showing the best values this season ever shown in Canada. Don't miss seeing them. . . . . .

Sanderson's Limited

66-68 Wellington Street West **TORONTO**

Beads and Spangles Again

Metal trimmings and laces, bands of cut crystal and cut jet beads the latest trimming novelty.

Montreal, August 1st.

There is to be a revival of bead and spangle bands. Handsome bands of pearl and crystal, or of pearl and crystal used with gold, silver, steel and colored beads and spangles, are new and will be used to trim the chiffon, net and beaded net and mousseline overdresses and tunics. This favor for beads has extended to the millinery world and flower motifs in appropriate colorings are used both to trim hats and chiffon or charmeuse dresses. Lace bands, both in heavy and light lacees, are sewn with beads and spangles and further enriched with silk embroideries showing the soft pastel shades and pompadour colorings. Many of these embroideries have the floral effect worked in the new rambler rose design, making a raised button-like figure, with the leaves and sprays in flat stitch. Lace-like metal trimmings are also combined with the same embroideries, the metallic part being either tarnished gold, dull silver or steel.

In accord with the overwhelming vogue of black and white, bands of cut crystal and cut jet beads have been introduced as the latest trimming novelty. Handsome evening cloaks are trimmed with these bands.

Floral garnitures, mounts and single flowers made of silk, chiffon, and metallic nets are to sell even better than last season.



Handsome beaded bag. The sprays and wreath are in natural colors, while the pattern is carried out in milk white, chalk, crystal steel, gold and jet beads, with the fringe that finishes the bag to match.—Shown by Ideal Hair Goods Co., Toronto.

IT is estimated that upwards of 50,000 families have been thrown into mourning by the Titanic disaster. A shortage of mourning materials is reported from New York.

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See our samples of the new Velour finish Real Mochas for Fall in Ladies' and Men's.

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MONTREAL

READY TO WEAR GARMENTS



Features of this Department

Paris letter describing latest vogue in gowns and fancy footwear extravagances.

Outlook for improved business in street dresses and features that are making for increase.

The new waists embody features which warrant preparations for good season. The sleeve situation.

Children's and Misses' dresses for Spring, 1913, will be shown to the trade shortly—white will be highly favored.

Very attractive waist lines shown — Better indications for lingeries — Big range of semi-tailored waists put out for the coming season — Increasing importance of street dresses — Children's and misses' lines for Spring — Why corsets should be displayed early in season

MANUFACTURERS of lingerie waists are putting forth extra efforts for they are confident that lingerie models will have a large sale this Fall. With the opening of the season last year a decided movement was perceptible in this direction and many stores reported the biggest Fall season in years. Lingeries have been strongly in evidence all the past year and the trade is preparing for an increased business. The lingerie blouse makes a strong appeal to the Canadian woman as it is so easily kept fresh and clean.

Novelty, to a large extent, is represented by the many and varied sleeve styles. Sleeves are almost invariably full length, define the arm and have some sort of important cuff while not a few models show pleatings and riffles falling over the hand. Robespierre and Directoire effects are making their appearance in the shape of vests of tucking or lace. Advanced models show high turnover collars, pointed revers, and square pleated jabots. Pinch tucks and narrow tuckings are freely employed.

The big trimming feature both for the coming Fall and for the Spring season, 1913, is the lavish use of novelty laces combined with hand embroidered motifs. There is still a semi-tailored effect given even though so much lace is used. This is because the trimming is put on in flat lines and because so many insertions are used. Shadow laces are in the lead for there is no lace to take their place, and because of the beautiful effects and new patterns shown. Nottingham bands are freely used, and there is no question that, due to the putting out of novelty patterns, valenciennes is coming back into favor. Malines laces are used on high class waists as it is in keeping with the very sheer materials now in vogue. Sheer crepe like materials and also to some extent spotted Swisses are making an appearance.

The much-worn chiffon waist has taken on a new lease of favor and chiffon waists in the colors to match the Fall suiting chiefly, and also in white ecru and in pastel shades are showing. The big development in the waist field for Fall lies in the large variety of semi-tailored waists shown in satin, taffeta and in fancy silks in stripes, plaids and brocades. The novelty silks for Fall are on the crepe order, and charmeuse and crepe de Chine, both plain and brocaded, are the latest.

Robespierre and modified Robespierre collars, revers and vests are the new feature. The fact that these waists fasten in front add to their saleability and the manner of closing together with the novel crystal and ball buttons used are a decided trimming feature.

Though the popular-priced business is still asking for ¾ sleeves, there is no question about the position of the long sleeve. It is the right sleeve and all winter models, save those intended for evening wear, will be wanted with the full length sleeve.



Suit of brushed two-tone cotele in nut brown and black. Robespierre collar and vest are of black ribbed silk. The closing of the coat is low down and the corners of the front are slightly cut away. The skirt has a panel front with Rick pleats at the sides, and there is an arrangement of pleats that give the new much modified pannier suggestion.

Excellent Dress Season

Many Norfolk and peplum models shown — Serge the leading material — Party gown developed in chiffon and net

There is every evidence of a big dress season ahead, for dresses are now such an important line and include such a wide variety of garments for so many uses and occasions that no matter what other class of garment is in the limelight there is always found to be a demand for the ready-made gown.

Smart little street dresses are in increasing vogue and a big advance business has been done in this class of merchandise. Designers are now busily employed in putting the finishing touches to new models showing novelty features. Many of these little dresses are in Norfalk and peplum style. That is, by an ingenious arrangement of tuck or peplum and strapping or folds, the one-piece dress is given the appearance of a coat and skirt. Models of this kind, as a rule, are finished with a patent leather belt varying in width from 1½ to 2½ inches. Plaid trimmings are beginning to show and then the belt is of plaid, or braid is used, and there is a belt or girdle of the same.

When the coat effect is formed by a peplum so that it can take on the appropriate cutaway outline, the neck finish consists of a little vest and collar and revers on the Robespierre or Directoire order. This gives the opportunity to introduce effectively contrasting trimmings and colors. Thus, a navy serge had the high turnover collar of black satin lined with light tan. The vest was of tan, buttoned up with tiny satin-covered buttons in black and the revers of black satin were only simulated, being sewn down to the waist.

There is a very free use of the long shoulder line and the sleeve proper is set in often three or four inches below the shoulder. Save in evening models, the rule is that the sleeve is long, and the Directoire influence is shown in a market manner by the tight fitting of the sleeve and the lines of buttons that trim the outer arm, and also by the deep frills that fall over the hand or by the long parted cuff coming well over the hand.

Perfectly plain tailored dresses trimmed with contrasting pipings and the skirt piped onto the waist with a heavy cord are still strongly in evidence. These plain-tailored dresses are very practical and are too well liked to be easily displaced.

Very many four-gored skirts with panel back and front are seen, or in three-gore cut when the model buttons up the front. Modified drapery effects and pannier ideas as exemplified by the use of a few shallow pleats that give only a suspicion of fullness, are creeping in. Kick pleats and shallow pleated panels are also beginning to be used as well as simulated tunic effects.

Serge is by far the leading material for street dresses, though some use is being made of face cloths and broad-cloths.

Some velvet models are showing but the line is not complete as yet, though it is certain that velvet and more particularly corduroy and cord effects will be big sellers.

Charmeuse is the new fabric in silks, but satins and taffeta models are being freely shown.



Reasons Why You Should Sell The "EPPO"

BECAUSE you do not have to carry a large stock of sizes—the one "EPPO" size fits all waists.

BECAUSE the "EPPO" fits perfectly—no alterations are necessary.

BECAUSE the narrow skirts now being worn demand a neat fitting underskirt—and the "EPPO" fills the bill.

BECAUSE you can build a profitable and permanent business by selling the "EPPO." It will please your customers and they will ask for it next time.

BECAUSE it represents in every particular the highest achievement of the designer's skill in underskirts.

Made in "Egyptine" taffetas and "Blackeye" silk moires, in sateens and silk, in all shades.

Order NOW from your wholesaler.

THE CANADIAN CONVERTERS CO., Limited

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The "Star" Brand For Fall And Winter Is Coming

"Star" Brand is not of meteoric popularity---It is popular to-day and we will keep it so to-morrow.



"Star" Values are exceptional "Star" Styles are right

Whether dresses, waists or underwear, the "Star" brand products are in a class by themselves.

The styles are distinctive and absolutely correct in every detail. The values are as exceptional as is possible to make them with a combination of good quality, fine workmanship, and low price.

"STAR" WHITEWEAR

Even though you have bought or decided to buy another make of whitewear for the Fall and Winter selling, we believe we can interest you in our 1912-13 range. Every number is full of glowing value, which is apparent at sight. It will pay you to see it as soon as possible.

Wait for "Star" brand.

The Star Whitewear Mfg. Company

Berlin - - Ontario

"STAR" BRAND



Style 3508



Style 3283



Style 427



Style 3309



Belted mannish suit of diagonal tweed in heather or sporting mixtures. This model shows a development that is very favorably regarded for Fall.

There has been a very early demand, from the West chiefly, for evening and party frocks. In gowns of this kind the kimona cut is still adhered to, and there is a rounded neck, either with or without a transparent net yoke and collar. As a rule there is no yoke to the gown but a guimpe or chemisette is worn when the wearer wishes the high neck effect.

Narrow pleatings, puffings, flounces of lace, modified pannier drapery and long draped effects are all used. Beaded and pompadour printed nets and chiffons are also in evidence. These come in steel, silver, gold or crystal and are completed with laces and trimmings to match. Broad velvet ribbons are used as girdles and these are completed by loops and long ends.

Imported models are featuring pleatings. Skirts and tunics are of accordion pleated net or chiffon. Bebe waists and skirts of accordion-pleated net are mounted over white messaline. Flower garnitures are in immense vogue and large single flowers of chiffon, velvet and silk are used at the waist of evening gowns.

The New Note in Suits

Robespierre and Directoire influences — Tendency shown in the introduction of the typical collar and slashed skirts

Suits promise to be early wanted and to be prominent in the Fall selling lines, so much so that they will assuredly be an item wanted in every woman's wardrobe.

The big feature that promises to differentiate the novelty models from those produced for the early season is the presence of Directoire style influences. At present, these are most perceptible in the collar and vest effects, but many of the new skirts show a slash either in front or at the side which is also a well-known feature of Directoire fashions. This slash is filled in with the velvet or silk used for the collar and facings and presents a smart touch particularly when the velvet or silk is in two-tone stripes with one stripe in brilliant color.

The new collars promise to be a big success as they are quite a new idea. They are also becoming and are sure to take with the trade because, being open in front, there will be no question about the fitting qualities.

Vests are another new feature that are intimately connected with the new Robespierre or Directoire collars and sometimes they are just indicated, and sometimes they are full length, but the most usual form shows a low coat closing and an open V filled in either with a vest to match the collar or one of cretonne, brocade or embroidery.

There is no deviation of moment from the coat lengths adopted at the opening up of the season in popular-priced merchandise. The coat lengths for suits are 32 and 34, but because of the manner in which the cut-away is managed, many models are decidedly longer at the back than at the front. Much modified cutaway effects are best liked as they are more becoming to the average woman than those that show much shaping. Belted models are good and coats of this class are straight cut and have square corners.

A few expensive suits are made with coats longer than 34. As a rule, these suits show the extreme Directoire cut and are very short in front and have long postilion tails at the back.

We're ready for fall trade

Our line of Fall and Winter Coats and Suits are meeting with the greatest success they have ever had. If you have or have not decided on your stock for the coming season, it will be to your benefit to hold your orders or part until you have seen what the "Princess" range contains. It It is full of exclusiveness and exceptionally good values.

COATS Princess EXCLUSIVENESS OF ATTIRE **SUITS**

Our designers, we believe, have far surpassed their previous efforts, but that is for you to decide. We ask you to not only compare our present showing with our past, but to compare it with others you have seen. You be the judge, we'll stand or fall by your decision. ¶ If in the city during the "Exhibition," make our offices your headquarters. Only five minutes' walk from "Union Depot."

The Princess Mfg. Co., Limited

10-12 FRONT STREET WEST (JUST WEST FROM YONGE)

Toronto : : Ontario



THE DIFFERENT

OUR
REPRESENTATIVES

"Eclipse" garments have a Canada-wide reputation. They are the favored of the "women who know."



Take advantage of the popularity of the "Eclipse" garments, which is evident from the immense sale this brand has from coast to coast, and stock a full line for ladies and children.

Merchants who handle "Eclipse" have built satisfying businesses in their whitewear departments. You can do the same.



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Please mention The Review to Advertisers and Their Travelers.

WHITE-
WEAR

ARE NOW
ON THE ROAD



There's a reason for the popularity of "Eclipse" Whitewear — "It's the Something Different That Does It."

Something new—a touch of smartness—dainty trimmings appealing to ladies of good taste—wide variety of designs to cover all demands. Such is the famous "Eclipse" whitewear, known from coast to coast because of "the something different."

The advertising cuts supplied free to our customers made a great hit last season. This year we are making equally satisfactory plans for the highest class cuts obtainable. Ask our travellers to make a note of your wants.

Our representatives are now on the road. Write us if you do not receive an early call, and hold your orders.



AR COMPANY, LIMITED

324 KING STREET W., TORONTO, ONT.



Tan chinchilla coat, with raglan shoulder, belt and imitation fur collar and cuffs in contrasting shades. — Courtesy Hutner Cloak Co., Toronto.

Besides the popular belted models, some very mannish coats are seen. These are cut as nearly like a man's sack coat as it is possible to make them and still fit a woman's figure. The effect of the cut is heightened by the way the pockets are put in and by mannish notched collar. A few models are in Russian blouse style and are gathered in at the back.

The most discussed effect in suits at the present moment is the all-pleated skirt, and while there are many influences pressing strongly for its adoption very few models even in imported suits are showing any extensive vogue of pleats. But kick pleats and panels of pleats and also pleated flounces used to complete panels or gores and also across the front giving a tunic effect are all good and strongly in evidence. Envelope effects, simulated tunics and tunic effects giving the pannier outline are all used.

The skirts for Fall are, as a rule, a little longer than those of the previous season, but it is only when much pleating is used that the skirt is a trifle wider. The straight outline is still maintained, and even in expensive imported models where the skirt is all pleated, stay tapes are used to keep the pleats close and in place. Skirts are still cut with the high waist line and the inside belt about one or one and one-half inches deep. Some few models have the narrow stitched-on belt but, as a rule, this belt appears on the separate skirt rather than on the skirt used to complete the suit.

More braid is beginning to be used as a trimming for the new suits, and there is an increasing vogue for the suit with the edges bound with silk braid.

The materials favored so far are rough wide-wale serges, diagonals, tweeds in diagonal and Donegal weaves and with a brushed finish, cotele effects and whipcords in two colors.

Blue in navy and in fancy shades stand first. Browns and tans come in the form of sporting mixtures in tweeds, while such combinations as black and blue, pheasant tan and black and black and garnet are showing in the fancy cloths.

Early Fall Coat Display

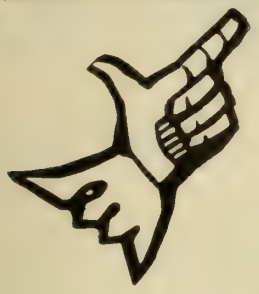
Chinchilla cloth, wide wale and rough novelty fabrics selling for auto wear — Buttons an important trimming feature

The very cool weather, is no doubt responsible for the early showing of coats. Under the caption of "motor coats" unusually handsome models are now on the market. The effect of these coats is due to the smart cutting and handsome cloths used. Quite a number of the cloths are double-faced but where there is any amount of contrast, the reverse color does not appear on the outside. Where little touches of the reverse form the trimming it is in the same tone as the outside of the cloth with a pattern in check or stripe. Shaggy, rough chinchillas in novelty blues, tans and browns are in a high place, with dark grey and bronze brown and bronze green mixtures a good second. Heavy wales and boucle cord weaves in rough woolens, blanket cloths and mackinaws in shepherds' and lumberman's checks are the high novelties.

Coats are straight-cut and in loose, enveloping shapes giving a narrow effect around the feet, and many have slightly-rounded corners in front and are belted across the back. Very deep yokes are new and the roomy sleeves are set into wide armholes or are continued raglan fashion up over the shoulder. Large velvet collars, large revers and low side closings are some of the most important style features. Very often the revers are so arranged that they can be worn either open or buttoned up to the neck. Some semi-kimona models are included in the novelty line, and again some staple models have the straight coat sleeve set in without fullness.

"Fairsex" Garments

INFANTS', CHILDREN'S AND MISSES' COATS



A Sure Sign of a Big Ready-to-wear Business and a Profitable One

Have you this sign of prosperity in your ready-to-wear department? A sure sign of the amount of business done in a ready-to-wear department is the amount of the turnover in children's garments.

"FAIRSEX" GARMENTS

will give you the maximum turnover and profit. They please mothers and bring them to your store.

We're almost through shipping our first Fall orders and are now prepared to fill repeats and immediate shipments.

Let us fill up your short lines. The style of cut and cloth in Fairsex Garments is always the newest.

We have lately added new numbers of entirely new cloths which makes the Fairsex range the most complete in Canada.

VISIT TORONTO EXHIBITION

When visiting Toronto Exhibition and when in the city, look us up. We will be pleased to show you through our lines.

THE HUTNER CLOAK CO.

SPECIALISTS IN INFANTS', CHILDREN'S AND MISSES' COATS
FOR NEARLY A QUARTER OF A CENTURY

52-56 Spadina Ave. - - TORONTO



No. 930. Price $21 dozen. All wool taffeta in white and green, white and blue, white and navy, fine stripe, silk stitched, trimmed with first quality pearl buttons.



No. A869, $8.00.

Velvet of Rare

(IMMEDIATE

A few lines that will serve as a magic wand to your stock.

WRITE

The New

A GREAT scarcity in velvet has been felt for some time in the trade, with the result that many orders for velvet dresses have been necessarily cancelled or delayed. We have secured a new lot of velvet of very fine quality and in twelve shades including: Navys, Browns, Copenhagens and Black, which we have made up in the accompanying styles. We will give immediate shipment. Write to-day.

Exhibition Visitors Welcome

We especially request the merchants and buyers when in the city during exhibition to call on us at our show rooms at the address below. You are always welcome.

Martin and Smith

350 Sorauren Ave, Near Dundas

Dresses Value

SHIPMENT)

They will bring profitable sales and promote your better standing.

TO-DAY



No. 940. Price $24.00 dozen. All wool flannel, in cream, navy, grey and scarlet, silk stitched with pocket, fit guaranteed.

Waists

OUR new Fall waists, two of which are here illustrated, are remarkable for their exclusive styles, superior finish and really natty appearance.

Martin and Smith waists are filling the demand for high grade garments at a reasonable price. Give these two lines a trial order and prove the merits of our Fall range now.

See the entire range before placing your orders.



No. A897, $13.50.

Take College or Dundas Car

For the convenience and information of strangers in the city, who would like to call on us, we suggest that you take a College or Dundas car to Sorauren Ave.

Company, Limited
Toronto, Ontario



Mannish tailored suit of covert cloth. The collar and cuffs are of taffeta silk and edges are bound with silk braid.

Buttons are an important trimming feature. Simulated button-holes are used and so are wide welted seams.

Toronto stores are not only showing advance Fall coat models but are selling coats of the above class at the present time for wrap and auto wear.

Vogue of Separate Skirts

Garments correspond in essential features with those used to complete the suit — Serges, tweeds and mixtures

Makers of separate skirts have done so well with wash skirts that they are confident of a much better season this Fall and this has led to the putting out of a more extensive line by most manufacturers for the Fall season. While novelty effects are introduced, skirt designers have not lost sight of the fact that now-a-days the separate skirt is strictly required for utility purposes and that, therefore, the more strictly tailored models have the best chance of an extended sale. A few models showing drapery effects are included in the line and these doubtless will be taken to some extent.

Separate skirts, as a rule, are developed in smoother cloths than those used for suits. Serge is leading and serge skirts are selling best in medium effects and finishes.

The same rule as to finish also applies to tweeds and mixtures. Tweeds and mixtures are selling not only in fawns, and tans, and in greenish tones, but in medium and dark greys. Just a few staple black voile skirts also are selling.

When it comes to the manner of making, there is little or no difference in style between the separate and the suit skirt. They both show the same straight cut effect and pleats are used in the same way.

Novel numbers show drapery effects and modified panniers are gained by the introduction of a pleat or so. Covered buttons, galalith and metal buttons are much used and a little braid trims a few separate skirts. The waist-line raised on a belt from 1 to 1½ inches is most used, but stitched-on belts are also in evidence. This is because it is easier to give the necessary straight cut when the waist line is raised.

Juvenile Lines for Spring

White dresses promise great popularity — Party models slated for early delivery

This is between seasons in children's dresses. Lines for Spring are now about complete and travellers will start out with them in a few weeks' time. Manufacturers are rather reticent at this period, and are keeping their new ideas until closer to the time when they will show them to the trade.

White dresses for children's wear promise to be unusually popular another season. This applies not only to lawns, but to dresses of heavier materials such as reps, poplins, cotton, etamines, piques and welts. Lace trimmings are to be much used, but scalloped edges are much in evidence, particularly on the dresses designed for the small girl.

Owing to the growing importance of children's wear, a very extensive showing will be made for the coming season and in white dresses numbers suitable for party wear will be ordered for early delivery.

Strictly Tailored Perfect Fitting Garments

"Pullan Garment"

Made Since 1902

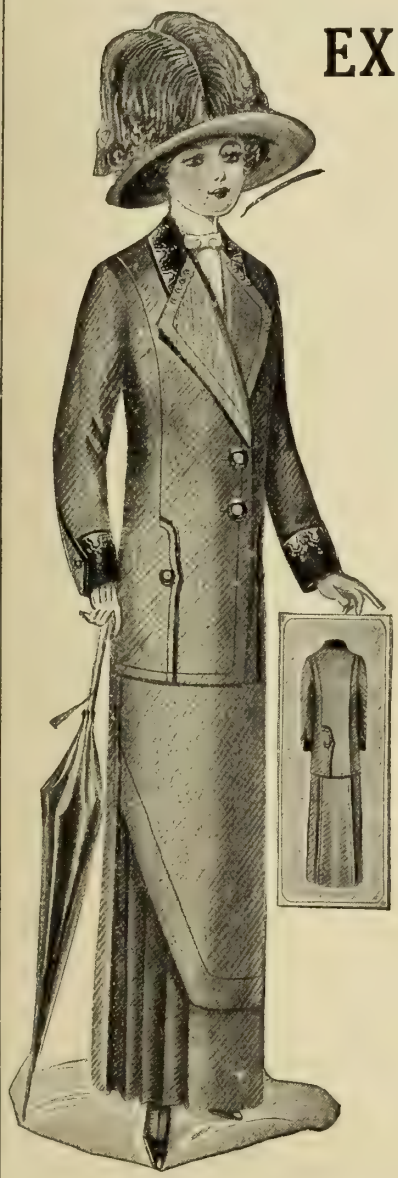
Novelty Suits and Coats in large variety

For Immediate Delivery

Stock Shipped The Day Ordered

EXHIBITION VISITORS!!

Make Our Office Your Headquarters



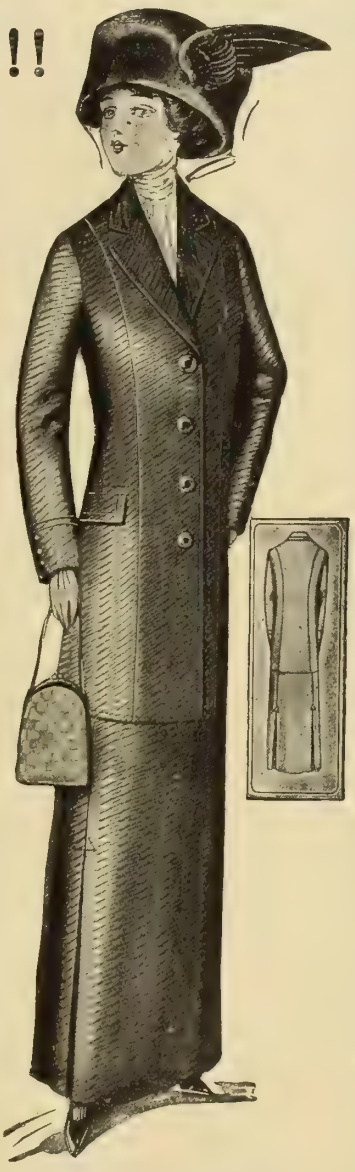
We invite all merchants who visit this city during exhibition

To have your mail addressed in our care.
To use our office for your correspondence.
To leave your grips or other parcels here.

We extend this invitation to every ready-to-wear visitor, and we will gladly help you any way we can, whether purchase is intended or not.

We have made up stock of a number of our best selling suit models, and by making large quantities we are able to reduce the cost to a minimum, which means giving you **EXCEPTIONAL VALUES.**

Our salesmen will be in from their respective territories to welcome customers.



Smart New Model
Serge Silk Lined in Cheviots, Serges, Venetians, Tweeds - - **$10.00**

Strictly Tailored Model
In Diagonal Tweeds, Serges, Venetian, Tweeds - - - - **$10.00**

M. PULLAN & SONS

ESTABLISHED 1902

AN EXCLUSIVE CLOAK, SUIT AND SKIRT HOUSE

Bay and Wellington, Toronto

Pullan Building
Toronto

Branch Office;
Lindsay Building
Montreal

Parisian Extravagance in Fancy Footwear

Patent vamp, with colored top and silk or sheer lisle hose to match, worn with the simplest tailor mades — Directoire shoes of striped silk the high novelty worn with filet mesh stockings in white with jet beads at the intersections of the mesh — Silk shoes replacing the velvet shoe

Paris, France, Aug. 1.

NOT only are the Summer gowns of unusual effectiveness and beauty, but extra attention is being given to the many accessories that go to complete the toilette. This is particularly true of shoes and hosiery at the present moment, and Dame Fashion is busy in preparing for a period of extravagance in foot dressing.

Much thought and time, as well as a goodly sum of money is expended in the selection of shoes and stockings.

One fact that makes for extravagance in the extreme is that the all-black shoe and the plain black stocking has no place at present in the wardrobe of the fashionable woman. Patent leather shoes with every imaginable colored top are produced to match the color of the gown they are to be worn with. Now that black and white is so much worn, the very smartest shoes are white-topped. Shoes of this kind are fairly low cut and the patent leather vamp is strapped.

The newest shoes are buttonless, but have elastic V inserted at the sides, so that they can be easily drawn on. This elastic is white and is put in in the form of a pointed gore. When the upper is white the stockings worn are white also, and this also holds good in colors, the rule being that the colored upper and the stocking must match.

The latest shoe is the Directoire, made of black and white striped silk in wide even stripes. These striped silk shoes are worn in two shapes, one being a regular pump, and the other being a low cut shoe, with two or three straps over the instep. In both cases the high heel is made of the same silk, and small stiff bows of the same centred with a crystal button are placed, both on the vamp and on the straps.

With these striped silk shoes, white lisle or silk stockings are worn. These stockings are either of silk or lisle and openwork clockings, or else wide clocking worked in heavy black silk. Much more daring than these clocked stockings are white openwork stockings having a filet mesh, and where the threads cross to make the square emphasized by a jet bead. This hosiery novelty is very conspicuous, but at the same time it is very fashionable.

Another black and white stocking that has achieved success is of white with an embroidery in ribbon effect, as though tied where the garter would be on a bow, and descending and crossing at the back and then apparently tying in a loose bow over the instep.

Besides the Directoire shoes described, there are numerous models in silk footwear, both in dark and in light colors, and it is expected that silk shoes will supersede the much worn velvet shoe. There is no reason why silk shoes should not achieve the same measure of popular favor as one will give the same amount of wear as the other. Dark shades of silk rep, moire, or taffeta are equally well liked, and are equally as attractive. These shoes are made with fairly serviceable soles, both in the pump and the ankle shoe. Some shoes have tongues and small buckles, but nothing is allowed to interfere with the plain smartness of the shoe.

Flowered silk shoes and shoes of flowered linen are worn with linen suits and lingerie gowns. The silks are flowered pompadour patterns on soft yellow, mauve or pink backgrounds with small bouquets of blossoms sprinkled over them. With these flowered silk shoes, pale colored silk hosiery of the very sheerest quality and a shade or so darker than the ground color of the shoe is worn. With the shoes of flowered linen perfectly plain white silk or lisle hose is worn.

* * *

The term lingerie frock can no longer be taken in its restricted sense for a wonderful profusion of fabrics, many of which certainly would not stand the tubbing process, are used in the making up of the so-called lingerie gown. All the materials used are very sheer and much lace is used, and some of the handsomest gowns are all lace.

A new idea introduced by a leading model house which is becoming universal, is the lining of the gown with one or two thicknesses of tulle or chiffon in ochre shade, giving the effect of old lace color. This ochre colored lining is also used for gowns of silk mousseline in pale shades of mauve, blue or pink, and the combination of results is the production of soft tints that are very beautiful.

Few pannier models are produced in lingerie, and so far the majority of models are in simple tunic effect, or simpler still, lingerie gowns are made with just a plain skirt, and still with the short waisted bodice. What is known in old parlance as the "bebe" waist is the one fashionable, but the new touch is to veil this waist with a short tunic of filmy lace, such as Malines or d'Alencon. The tunic is open up each side and is not long in the skirt. Not only is the gown lined with ochre tulle, but one thickness of tulle is put under the tunic also.

The Waldman Co., Ltd.

Joseph H. Waldman, President and Managing Director

THE ORIGINATORS OF
BETTER CLASS CLOAKS
AND SUITS IN CANADA

513-515 St. Paul St., Montreal

WALDMAN
SUITS AND COATS
FALL 1912

WALDMAN SUITS AND COATS EXCEL IN STYLE QUALITY AND FIT—Made in Women's and Misses' Sizes

The lingerie gown is now classed as for dressy wear, and even when it is made of real lace and is fit for wear on all but the most formal occasions, the lace gown is considered in the light of a lingerie costume. For the simpler lace frocks, the many pretty novelty laces now on the market are utilized, and they are all mounted on a foundation of some cotton fabric that is sheer and clinging.

Frequently, these frocks show a little drapery, scarcely important enough to be called panniers, made either of chiffon, printed mull or of wide ribbon in contrasting colors. These are the new touches that give the charm of finish and style.

—⚙—

Show New Corsets Early

Early display helps reduce alteration and fitting troubles in the ready-to-wear department — Brassieres are taking the place of the corset cover.

No particular change can be traced in the corset models designed for the coming season. Those having the medium low bust, long skirt and natural-sized waist-line are selling. Women are still suppressing the hips as much as possible and the only novelty produced lies in the direction of very long skirts, and the various reducing devices, and the efforts adopted to make these models more comfortable when on the figure.

Light weight and flexibility are points of increasing importance in corset production, and the day of the corset of heavy material and heavy boning, for the present at least, is over. The effort is to give as natural an appearance as possible, and the mission of the corset is to mold, not to restrict. Corsets now are just a support save in the case of very stout figures, and then it is below the waist that pressure is applied.

Already in city stores new Fall models in suits and costumes are beginning to make their appearance, and the general opening up of the Fall season is well in sight. Undoubtedly the first line to claim attention is corsets, and this should be the first of the departments to show the new models for if women can only be persuaded to buy a new corset before selecting dress or suit, the work of fitting in the ready-to-wear department is simplified in a marked degree. Also, what is of equal importance, there is less likelihood of any complicated alteration being needed.

When a corset is sold the salespeople should be instructed to show a brassiere model suitable in model and price to go with it. Brassieres have firmly established themselves, so much so that in all stores of any size they are carried as a separate department.

Many women no longer wear a corset cover, but make the brassiere do duty for that garment. Manufacturers have recognized this tendency and have put out numbers which, while made of firm materials, are sufficiently ornate to take the place of a cover and now there is a line on the market that can be sold from 50c up, according to material and the quantity and style of trimming. Many of the better-priced numbers are made of allover embroidery.

Like corsets, brassieres are cut to fit medium, slight, and stout figures, and the stock to do a paying business must be assorted accordingly.

That clothing should serve the body, by giving the soul room to develop and be free is the argument advanced by a lecturer on how to be properly costumed. This sounds like hot weather doctrine, or rather one that one might be disposed to consider during the heated spell. The lady also observes that a waist, a skirt and a union suit are the only things needed for a woman's costume and by the way of example she wears only three garments, a waist and a skirt which snap together like the fastening of a glove, and a one-piece union suit. This attire helps eliminate the waistline, and the only concession to this is an "evolutionary corset" which, from a description, appears to be 90 per cent. evolution and ten per cent. corset. Official supervision in school children in the matter of clothes is also advocated by this authority on things sartorial.

In this enigmatical way a Saskatoon paper refers to the success of the Cairns fire sale:—"If a man can earn $3 a day laying street car sleepers, how many fire sale bargain parcels can one hundred and seventy salesmen and saleswomen tie up between half-past eight and six o'clock. The answer gives the exact number of brown paper bundles that were carried away from the J. F. Cairns' store yesterday. The buyers as they left the store seemed a bit uncertain whether to look tickled to death over their forehandedness in buying up jardinieres and counterpanes that will be sure to come in handy sometime, or to look sheepish over having taken advantage of a merchant's misfortune."

W. P. Zick, dry goods merchant, Stratford, sends forward his membership fee to the Canadian Window Trimmers' Association and states that it is his intention to attend the convention.

The contrasts that are now suggested by the celebration of the century's peace will afford an interesting study of the style cycle. Not only are there certain features now in vogue which were in high favor 100 years ago, but designers are not hesitating to delve still further into history for inspiration.

Let us prove the merits of our Fall range of "Patrician"

Suits and Coats



THE BIG FALL SHOWING IS NOW READY

THE visits to New York every month of our Mr. Bregman serve to keep "Patrician" suit and coat styles always right. We are in constant touch with the smallest change which is reflected immediately in a new number added to the line.

It is, therefore, important that you keep always in touch with "Patrician."

"Patrician" Values Are Unequalled

resulting from long and practical experience in the manufacture of ladies' garments. We use only the best materials and employ the most proficient labor.

Every year there is an increasing demand for ready-to-wear garments for slim and stout women and misses.

This either necessitates expensive alterations of normal garments or the carrying in stock of such sizes.

We are making a specialty of the out-of-the-ordinary sizes in suits and coats. The same style and quality of material and workmanship are embodied in them as in our regular line. This means a tremendous saving to the merchant, and solves a proposition he has been confronted with for years.

Let us show you our Fall line when in the city during the Exhibition. Don't fail to come and see us.



Reversible Chinchilla
No. 691. Price, $10.50

Take King or Belt Line Car

PATRICIAN CLOAK AND SUIT CO.

Samuel Building

KING AND SPADINA, TORONTO

What is Shoddy and Why Necessary ?

Made from rags, wastes, inferior noils and tailors' clippings, it is one of those substitute materials which helps meet the world's wool shortage — Methods of manufacture and its uses.

By W. T. Ritch.

The term "Shoddy" is generally applied by the uninitiated to every description of re-manufactured material, while some even go farther and use this term for woolen goods containing a portion of waste wool, and inferior noil. Although shoddy is the term most frequently used, those more intimately acquainted with the industry classify the various kinds of re-manufactured materials under the following names:—Mungo, Shoddy, Extract, Flocks and Wastes.

Basis.

Rags alone do not constitute the basis of re-manufactured materials of this description, as many people are led to believe. Although rags form a greater bulk of it, shoddy is also made from wastes, inferior noils and tailors' clippings. Ready-to-wear clothing factories now supply the rag market with many thousands of tons of clippings every year, so that less rags go into shoddy now than formerly. Some years ago, tailors' clippings were nearly all used up in kitchen hearth rugs, known in the trade as "Beam Rugs" but such rugs are not fashionable now, and the few still used are made entirely from cast off military coats. All tailors' clippings now go into shoddy and mungo, the light in the former and the dark in the latter. The new burring machines for removing vegetable matter from fine wools, provide the shoddy mills with a large quantity of broken fibres and other wastes. Large quantities of carbonized wool and fellmongers' waste are also used. The remainder chiefly consists of hosiery rags, such as stocking legs. All these fibres are short, but they have good felting properties. Mungo is made up principally of worsted rags, and the fibres are longer and stronger than those already named. It would surprise many people if they saw the long clean bright fibres that are turned out as mungo. Extract is merely the wool extracted from union rags.

Outside the districts where rag-grinding and carding is carried on, little seems to be known about marketing the raw material for re-manufactured goods. Still it is a highly systematized business, and in many ways surpasses other branches of the textile trade for skill, sound judgment and technical knowledge. Most rags are first sold by the housewife to the peddler, who takes them to the "Marine Store" or "Junk Shop." There, they go through some preliminary sorting; cottons are separated from woolens, and linings are torn out and separated They next pass to a regular rag-dealer who collects these small, partially sorted lots and subjects them to a thorough sorting, matching and classing. They are next handled by a large merchant or exporter who fumigates them, packs them in compressed bales, under some standard mark, and ships them to the world's markets. By the time they eventually reach the sale rooms they have passed through many hands.

Not being familiar with the rag markets on the European Continent, we will confine ourselves to what we saw in the Dewsbury sale-rooms. The bales are catalogued with a smartness and precision that would do credit to the wool sales in London or Sydney. Everything is well regulated and businesslike, and although competition is very keen, the assembled buyers are less excited and less noisy than those we are familiar with in wool exchanges. The auctioneer's commission never exceeds 2½ per cent., but that is high compared with the ½ per cent. commission at wool sales, where the work is ten times harder. The skill of the buyers astonished us. No wool buyer at Coleman Street is more familiar with the marks and brands of the Austrian Stations than the Dewsbury men are with those bales of rags. They are even quicker than the best wool judges to recognize the origin of any material brought before them, and more prompt in deciding its value. They have been trained to this work ever since they left school, and no sooner is a lot of mixed samples placed before them, than they can instantly pick out French, Belgian, Dutch, Danish, German, Scandinavian, Turkish or American rags. London cloth and Scotch hosiery are the chief favorites.

The clean condition of all those rags was a revelation to us. They were not rags at all, but good clothes very little worn, and a few years ago such clothes would have been pressed and displayed in the windows of the second hand clothier. A generation ago, the tyranny of fashion was confined to the rich and the well dressed, and their slightly worn, cast off garments first found their way to the second-hand clothes dealer. Then, they were bought by the working classes who finally converted them into rags. To-day, the tyranny of fashion has extended to the poorer classes, and their craze for cheap ready-to-wear clothes has made the second-hand clothes store a thing of the past. Even at pawnbrokers' annual sales, clothing is bought by rag merchants. The result is that second-hand clothes never become rags at all, but arrive at the shoddy mills slightly worn. The past twenty years has worked incredible changes in this trade. Thread-bare rags are of no use in modern re-manufactured goods, because they have no felting property. Even the stockings we saw had the feet cut off, necessitated by the exacting rules of modern sorting. We asked what became of the very poor rags, the refuse, and we were informed that they were chiefly ground up in factories on the European Continent and used for padding and paper making purposes. It will surprise many to know that new jackets and mantles are a regular line in the rag markets, and are worth $11.50 per cwt. (112 lbs). Whether they are fire salvage goods or bankrupt stocks we cannot say. The highest priced rags we saw during our visit consisted of white flannel, at $15 per cwt. (112 lbs). The lowest price was $1.15 per cwt. for union linsey, but the bulk of what we saw sold at prices varying from seven to ten dollars per hundred-weight.

The Prices of "Shoddy."

Having stated the average prices of rags, we will now give a slight idea of the prices of the re-manufactured materials, the so-called "shoddy," the raw material of the manufacturers of low class woolen goods.

Mungo.—Hard worsted cloth rags and clippings. Length: ½ inch (about). Generally fine. Color, varied. Used for cheaper fabrics and as blending material. Average price per lb. in oil 2c. to 15c.

Shoddy.—Soft woolen flannels, hosieries, and tailors' clippings. Length, ½ inch to 3 inches. Fairly fine.



The House of the W-W Line
and the "why" of its success

There is a reason for everything—(a reason for success)—(a reason for failure). The following are the reasons why the W-W

FALL COATS, SUITS AND SKIRTS

are meeting with unqualified success this season.

Why No. 1.—They have, as a foundation, a reputation that only worthy garments enjoy.

Why No. 2.—The quality of materials and the workmanship embodied in them are the best that money can buy.

Why No. 3.—Every garment is strictly right in style, reflecting the latest New York and Paris tendencies.

Why No. 4.—Our aim is to make W-W garments exclusive in style and perfect in fit. We have succeeded in achieving it.

Why No. 5.—W-W values are second to none.

Why No. 6.—Prompt Delivery. We solicit your mail orders. Send for samples.

ANNOUNCEMENT

Having made extensive purchases of suitings at exceptionally low prices, we have the greatest value yet to offer the merchant who can handle 50 or more suits. This is a special Exhibition offer. Call when in the city and look into this.

Don't miss it, the price is right.

The Wilson-Waldman Costume Co.
161 SPADINA AVENUE, TORONTO

Used for cheaper fabrics and as blending material. Average price per lb. in oil, 9c. to 16c.

Extract.—Union fabrics, wool and cotton. Length: Short ½ inch and downwards. Color varied. Average price per lb. in oil 6c. to 9c.

Flocks.—Finishing operations. Length: Very short. Color varied. Used as blending material and also for mattresses and wallpapers. Average price per lb. in oil, 2c. to 9c.

Noil.—Short fibres extracted during the worsted combing operations. Length: varied, from ½ inch upwards. Color, chiefly white. Used for shawls, woolens and as blending materials for worsteds. Average price per lb. in oil 13c. to 30c. There are various qualities of noil—English, crossbred, botany, mohair and alpaca.

Waste.—Loose broken wool fibres. Length, very short. Inferior to noil. Used for blending and felting purposes. Prices irregular.

The prices of Mungo and Shoddy are advancing every year, owing to the scarcity of wool.

Method of Manufacture.

The chief difference between Mungo and Shoddy is the sorting of the material before it is ground up. The methods of manufacturing Mungo and Shoddy are almost the same; the processes consist in dusting, sorting, seaming, oiling and grinding. Dusting and cleaning is done by machinery, and is largely a hygienic process. Sorting is done in accordance with quality or color and sometimes both. Seaming refers to the removal of every particle of cotton thread, which otherwise would cause a "flecked" piece. Oiling is to ensure a gliding of the fibres on one another rather than rupture, which would mean an inferior quality of spinning material. Grinding means the teasing-out of the fibres, so that as much of the original length of the raw material may be retained as possible.

The system of manufacturing Extract is very similar to that of the manufacture of Mungo or Shoddy, but the material to be ground up is obtained from a mixture of cotton and wool cloths or union cloths, from which cotton and all other vegetable fibres have been extracted by the sulphuric acid process.

"Flocks" are produced in certain machines from which they take their name, thus "cropping," "raising" and "milling" flocks are spoken of. Some flocks turn out so short that they are unsaleable in the usual channels, and in such cases are sold to paper mills where they are used in the manufacture of certain kinds of wall paper.

Noil is really the residue or short fibre which the wool comber rejects during the process of preparing and combing wool to form the "top" from which the drawer and spinner produces the worsted thread. Good noil is used in the manufacture of woolens and tweeds, while inferior noil is sold to mills in the shoddy district for mixing with that material.

Where It Is Made.

Re-manufactured materials of the Mungo and Shoddy class are made in every country in the world where woolen goods are manufactured. In most countries rag-grinding mills are scattered over the woolen districts, but in Great Britain they are confined to two towns,—Dewsbury and Batley. There rag-grinding is a specialty, and about 3,360,000 lbs. are turned out weekly, including the noils and wastes of new wool. Woolen goods from Mungo and Shoddy yarns are woven in that neighborhood, especially in Morley, where some wonderful results are produced with cotton warps. A great deal of the material is exported in yarns to other countries, who use it for various purposes. The fact must not be overlooked, however, that the Shoddy industry, although large, only represents a fraction of the immense woolen industry in England.

Its Uses.

Both Mungo and Shoddy are used as substitutes for new wool as well as for blending purposes. Cheap fabrics of every description are made from this material and, although not generally known, more of it goes into low priced dress stuffs and hosiery than into tailors' woolens. Enormous quantities of shoddy yarns are exported from Dewsbury to various places on the European continent, where they are used for dress stuffs, knitted goods, etc., etc. Another large outlet for mungo and shoddy, is the manufacture of casket cloths. This is quite an extensive industry in Morley, where beautiful goods of this description are turned out. Coffins are mostly polished in England, and not covered, consequently casket cloth is an export trade. Huge orders come from the American continent where this material is extensively used, as most caskets there are covered with cloth. It is a most erroneous idea that the cloths exported from Dewsbury district are all tailors' woolens. Low priced tailors' woolens yield such a small profit that they have less temptation for the shoddy mills than other branches of the woolen industry. The common adulterant for low-class tweeds is inferior noil and "waste", because these require less trouble than re-manufactured materials, although good mungo is stronger and better than much of this inferior noil. A large quantity of shoddy goes into cheap blankets and flannels, and mungo into cheap rugs and colored blankets. "Extract" and the lower qualities of shoddy go into felted cloths of various kinds, stair pads, etc. Large quantities of re-manufactured materials are often mixed with rabbit fur, and used in the felt hat trade. Flocks are used for "bedding" and upholstery purposes, saddlery padding and even for wall paper in some cases. It is impossible to mention all the uses of re-manufactured materials, but we merely wish to emphasize the fact, that it is a great mistake to imagine that they all go into the cheap suits at the ready-to-wear store.

Why Such Materials Are Necessary.

Such materials are absolutely necessary, because there is not sufficient wool grown in the world for the actual needs of the people. If wool substitutes were not used, wool clothing would be limited to the supply of new wool, which would make little more than one pound of cloth annually for each person. The yearly increasing demand for woolen goods, and the extensive use of them being out of all proportion to what it was many years ago, has naturally caused the invention of a substitute which happens to be a kindred material. It is now computed by the best authorities that it would require 100,000,000 more sheep than we have in the world to-day to answer the double purpose of satisfying this healthy demand and at the same time preventing the shoddy industry from extending beyond its present dimensions.

Who Wears "Shoddy?"

It is sometimes worn by people who do not know it, and often by people who do not care. The poorer classes in many large cities in Europe and elsewhere are glad to get it. Among the working classes in England, some wear it who cannot afford to buy higher priced woolens, while others are so thoughtless and improvident that they would rather spend the difference between the price of good and indifferent woolens on drink and sports. There are still

The House of Quality and Style

MVTVAL ADVANTAGE

EXHIBITION ANNOUNCEMENT

We have prepared a particularly attractive showing which will be ready for Exhibition visitors. The Fall showing of

"INDEPENDENT" SUITS AND COATS

has had the most flattering reception by the trade and has met with the greatest success we have yet experienced.

We extend a cordial invitation to our friends and the trade in general to inspect our Fall range, and especially the special Exhibition numbers, at our showrooms when in the city.

THE INDEPENDENT CLOAK CO.
551-553 QUEEN STREET WEST, TORONTO

The largest Exclusive Coat House in Canada

COATS

FALL COATS WINTER COATS

Our Fall catalogue is now ready, showing all the newest designs for the coming season.
Send for it.
We make coats of every description.

THE NATIONAL RUBBER CO., OF CANADA
MONTREAL and TORONTO

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.



Are you after the TOURIST TRADE?

If so, you should see our line of—TOURIST COATS, AUTO COATS, RAINCOATS, and RUBBER COATS.

We have a great variety of the very latest models—Just what the discriminating buyer wants.

See them! That is the best argument for them.

Our illustrated catalogue is yours for the asking. Write for it

The Scottish Rubber Co.

316 NOTRE DAME ST. WEST, MONTREAL

others who wear it a short time until it becomes shabby, and then "wear it out" at their work instead of using overalls. This accounts for the untidy appearance of some English laborers when returning from their work. Less shoddy goes into clothing now than formerly, because it can be utilized more profitably in other branches of the woolen industry.

Misrepresentation.

Re-manufactured materials, such as those described have been the subject of much misrepresentation. More falsehoods have been written and published about "shoddy" than about any branch of the textile trade. Sensational magazine writers are busy every day, and we are prepared to make allowances for them in these days of "Yellow Journalism," but sensible people with honest intentions have often written erroneous letters to the press without any knowledge of the subject. In other cases, respectable trade journals have been so indiscreet as to open their pages to prejudiced writers possessing no practical experience. During our investigation, we met an intelligent farmer in Ontario who had become so embittered over the sensational articles he had read about shoddy, that he always burned his cast-off clothes so that they might not fall into the hands of a peddler, and eventually reach a mill where rag-grinding was carried on. He was not a crank in any sense of the word, but simply the victim of prejudiced and misleading articles by ill-informed writers. Not only was he an intelligent farmer, but a good sheep man and both he and his son were such excellent judges of fleeces that we are looking forward to the pleasure of meeting them again. Many people complain about the use of shoddy as if the woolen industry were the only one using re-manufactured material. We never hear those interested in gold or silver mines complaining about the remelting of old jewellery, nor those with large sums of money invested in mining iron ore, complaining about the use of scrap iron. During the great rubber boom, no one ever heard of the companies engaged in rubber plantations, uttering a single complaint about old rubber being re-manufactured. To mention other industries in this regard would be tedious, but the question is, why should the woolen industry alone, be singled out for attack, and made the subject of erroneously misleading agitation among sheep farmers, when it does not directly concern them? Although we may not like it, we cannot get away from this fact,—the manufacture of mungo, shoddy, etc., is a legitimate industry and an absolute necessity for present requirements. The firms engaged in the manufacture of this material are composed of men of the highest integrity, who run their business in an exemplary fashion. Their mills are also subjected to the most searching government inspection.

In the old days when rags were so extensively utilized in the manufacture of paper, and the machinery used in the shoddy industry was comparatively primitive to what it is now, the work of handling and sorting rags was both dirty and unhealthy. Owing to the great development of wood pulp and other vegetable material in the production of paper, and also the wonderful improvements made in machinery for manufacturing shoddy, the manipulation of rags is now entirely mechanical, so that the former unwholesome and unhealthy conditions have been eliminated. Shoddy is frequently called a necessary evil by those who object to it, but the impression that it is dangerous, either to the mill operatives or the wearer, is now quite erroneous. Notwithstanding this, however, no one attempts to deny the fact that it is neither durable nor satisfactory to

Concluded on page 144.

Fall Buying
and Best Buying

"The Largest Children's Dress House in America" logically offers you the widest choice.

The factors that made it the largest, very naturally first HAD to make it the BEST.

The skill and experience that have kept this line at the head have produced a

Fall Line of Misses' and Childrens' DRESSES



far superior to any we have yet shown.

Now Being Shown in Canada by Our Canadian Representative.

It places before you the world's best ideas, the market's best values—and a service that will help your sales all season.

Send For Our New Catalogue

Write to-day.
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PETTICOATS
THE FORM FITTE
Patented Aug. 30, 09



The hidden waist-line is possible if the "Kaybro Form Fitte" underskirts are used.

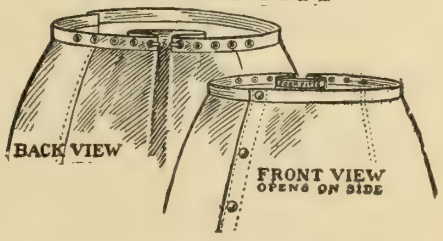
"Dame Fashion" says "no waist-line for Fall." This can be more readily accomplished by using the famous "Form Fitte" underskirt here shown.

It is the greatest aid in securing a perfect fitting gown. Note the illustration below.

This is No. 963.

Made in satin, all shades, also changeable effects. Write now for immediate delivery.

THE FORM FITTE PETTICOAT



Write for samples to-day

McKay Bros., Limited

182 Spadina Avenue
TORONTO



Confidence in a good season — Furriers taking advantage of prosperous conditions by catering to better demand — Small merchants and exclusive trade — Upward grading of furs — Luxuriant coats and sets — Some fashion features for coming season

MERCHANTS are anticipating the opening of the fur selling season with the interchange of Fall stocks and preparing departments for October and the first cold weather. A good season is looked for because customers are buying and being educated to take high class furs.

Fall sorting ranges and showings for early buyers are being assembled. Several merchants and furriers are expected in the market to finish their assorting and pick up any novelties or choice made-up pieces or sets, that may appeal for early trade. The wide diversion and extent of this year's sample showings, styles and values with the greater latitude of retailing prices gives buyers more confidence in novelty numbers for this season.

In some quarters it is maintained that, owing to the cost of individual sets and of maintaining a full range of furs, early sample selection from the traveler's range, gives buyers a wider choice and better values. It is pointed out that the house hardly ever has a complete set of samples because the layout involved is now getting to a prohibitive amount. The factory is busy turning out Fall orders, and under average conditions has no time to prepare any new samples. An order has to be filled and the sample is sent to complete the shipment. However, by attending the openings, furriers can usually buy all the furs needed, have the satisfaction of looking about, and know at first hand what is doing on the market and besides get an insight into coming styles. A comparison of values is also the means of greater confidence in stocks at home.

Catering to Better Demand

That furs are higher in price is simply the result of furriers taking advantage of present prosperity and catering to better demand. Of course, prices are firm, and the numbers of skins used, foresight in demanding better grades, manufacturers' guarantees and the development of more furs in natural skins and animal effects are all taken into consideration by retailing furriers to create a high-class demand. In preparing to merchandise, retailers can use these arguments to advantage in educating people in their localities about the new assortments shown and in the interest of higher grade and more exclusive garments.

Small Merchants and Exclusive Trade

In the average town, fur business, which goes to larger cities and stores is lost because customers are unable to procure these more exclusive and higher-priced furs. Smaller merchants need not forego this business and can arrange to supply this trade by means of samples or proper connections, whereby a service in departments gives prospective customers a larger variety to choose from through appointment and an express shipment of style and prices, as described.

Most customers prefer to see the fur, set or garment for themselves. Where the profit expected is not too large to revert by comparison with displays and values bought by their friends or shown in other towns and cities, the easily perfected sale is satisfactory all round. Extra business added in this way is a material and to turnover and profits and reflects both in the prestige of the store, window displays and merchandising ability. The array of furs and the variety are strong reasons for developing novelty business this season.



"BISHOP"
COATS

—the height of man's comfort

They are genuine fur coats with all the appearance of the highest priced, though moderate in price.

They embody the well known "Bishop" qualities—good materials, perfect workmanship and comfort.

It is genuine value that attracts the dollars to "Bishop" coats.

See our range.

"BISHOP"
FUR ROBES

have the "Old Buffalo" outclassed.

Though robes are often termed to this day Buffalo Robes, there are really none on the market. The "Bishop" robe far excels the "Old Buffalo" in appearance and general service.

The "Bishop" is the robe of the day in Canada.

Stock a few this Fall.



The J. H. Bishop Co.

SANDWICH, -:- ONTARIO



Persian lamb model with square collar and motif and tassel ornament. Shown by L. Gnædinger & Sons, Montreal.

Travelers are planning to go to the trade early in September with fur skins for next season. Grading will be fully up to last year, and although some houses grade finer than others, the price of pelts is expected to be about the same—firm and with an upward tendency. They will not be any lower. Skunk and muskrat may be sufficiently advanced to be noted in manufactured furs, but with this year's advance the range of prices will reach customers about on a par with this season's values. The upward grading of furs and the success of these medium-price skins when made up into stylish pieces, stoles, muffs or matched sets in coney, marmot and muskrat will increase the popularity of these for the general trade.

Combinations the Feature

Little change in cut of new coats — Novelty through trimming with other furs — Caracul again a seller — Trimmings for cloaks and suits

Fashions outlined for the coming Fall are unusually luxuriant. The fur coat made for the fashionable woman is made from expensive furs, is ample and of full length. The expensive trade, too, is also interested in coats of rich silk or velvet brocade trimmed more or less extensively with fur.

In garments of medium grade there is little real change in the outline, but the element of novelty is introduced by combining of two furs. Thus, coats of pony fur will show graduated flounces or bands of Hudson seal and large cuffs and collars of the same. Skunk, racoon or fox are also used to trim pony garments and this combination of a short-haired and a long-haired fur is very attractive.

Both mole and seal are shown with cuffs, collar and skirt band of reversed stripes of the same fur. New York says caracul is coming to the front again, and the better grades are trimmed either with ermine or skunk. All new models show a collar of some other fur as this gives a better and more becoming throat finish than when caracul is used.

Raglan sleeves, shawl collars and deep cuffs are all strong style features, and it should be noted that Directoire effects are creeping in by way of the large revers.

From New York comes the news that the ladies' tailors and the better class manufacturers of cloaks and suits are preparing to use furs extensively for trimming purposes. The furs to be used are fox, moufflon, lynx, ermine, beaver, skunk, racoon and mole, with fox particularly in white for the trimmings on evening cloaks. Collars and cuffs are of fur, and there are also narrow bands of fur and six-inch flounces.

Milliners, by the way, are calling for the narrow fur bands for edging the brim of Fall hats.

Novel Effects in Muffs

The envelope or flap muff a new feature — Blending of two different colored furs in one set is unique

All attempts to bring in the smaller muff have resulted in failure, and large muffs of the granny variety still rule. A good deal of ingenuity has been exercised and there is considerable novelty and variety to choose from, even in popular-priced sets. Muffs made of long-haired furs, such as fox, skunk, wolf or

racoon, show the flat or the half barrel muff and variety is gained by the use of tails and paws, the novel placing of the head or by elaborate finishes at the ends.

Near seal, French coney, mole and short haired furs are made up in striped effects, the stripe formed by reversing the fur. Sometimes, this reverse stripe is used as a border or band around both scarf and muff. Muffs of these furs are often made up in envelope shape; that is, there is a rounded or pointed flap fastened down into a fur button or a passementerie ornament ending with a tassel. There is, as a rule, a very useful pocket under the flap, which is sure to be much appreciated.

Mink is a very fashionable fur. The stripes and the head, tail and paws are all that is needed in the way of trimming. The half barrel is the favored shape for the mink muff this year. One very handsome muff was made of six skins. The two outer ones formed a stripe round. The two skins next to this stripe had the head, tail and front paws, and the two centre skins showed the back paws and tail. This set was completed by a handsome scarf that came deep down back and front and well over the shoulders. The neck was finished with a ribbon ruche and long ties finished with heavy cord balls.

Two skin sets in fox or racoon have the head of one and the tail and paws of the other skin at the back and front. Where the set is larger there is a deep collar effect with a head in the centre of the back and another head finishing one end of the scarf, while the other carries the bush and hind paws. Long scarfs of seal have paddle ends decorated with a passementerie motif and tassels. Totally new in this fur are the shawl effects in reversible stripes.

The blending-in combination of two different colored furs in one set or garment is a novelty feature that is strong.

Garment Workers Return

Montreal, August 2.

The striking garment workers in Montreal have returned to work. The workers made elaborate demands of the manufacturers when they went out on strike, but after two months of idleness they have returned to work. The manufacturers acceded to the request for a reduction in the number of working hours and 49 hours will hereafter constitute a week's work. A slight increase in wages is obtained inasmuch as the workers will receive the same pay as they did for 55 hours. On all other demands, including recognition of the unions, the manufacturers won out. The employees returned to work July 29 and the manufacturers are now bending all their energies to try and fill orders so as to avoid delay in Fall deliveries.



Rich model with trimming effect obtained by reversing the fur. Shown by The Redmond Co., Montreal.

Condensed Advertisements

An advertisement under this heading will cost you two (2) cents a word for first insertion and one (1) cent a word for subsequent insertions, and your advertisement will go to 5,000 merchants each month

AGENCIES WANTED

AGENCIES WANTED—FOR MANITOBA, Saskatchewan and Alberta. Specialty lines to the retail dry goods trade. Address J. R. GALBRAITH, P.O. Box 765, Winnipeg. (tf)

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REPRESENTATIVE FOR THE SALE OF leather travelling bags and trunks, athletic goods and fancy leather goods by a firm of London manufacturers. Apply, stating terms required and giving full references, to Hepburn, Gale & Ross, Ltd., Grange Road, Bermondsey, London, E.C., England.

EXPERIENCED SPECIALTY SALESMAN wanted, advertising experience desirable. This is good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MACLEAN PUBLISHING CO., LTD., 143 University Ave., Toronto.

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WANTED—A SALESMAN FOR MONTREAL with good connections among dry goods retailers in Provinces Quebec and Ontario. Must be gentlemanlike, A1 in every respect, and speak both languages. A gentleman that has served with a wholesaler of the line preferred. Only applications containing complete record of former positions and salary required will be considered. Apply care Dry Goods Review, Montreal, Box 8. (3)

POSITION WANTED

POSITION OF RESPONSIBILITY WANTED with retail firm doing best trade in live town or city. Advertiser has had eleven years' dry goods experience, retail, wholesale and road, not a card writer, but capable of taking charge of buying, advertising and general management. Could make small investment. Best references. Box 37, Dry Goods Review. (1)

PRINTING

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

MISCELLANEOUS

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson Co., Limited, Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating and Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

FIRE BUCKET TANKS AND OILY WASTE Cans cost little and soon pay for their cost in reduced insurance rates. Large reductions result from the installation of Fireproof Windows, Doors and Skylights. We are specialists in these lines and can quote you a close price consistent with really fireproof goods. A. B. ORMSBY, Ltd., Toronto and Winnipeg. nov12

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

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COUNTER CHECK BOOKS—ESPECIALLY made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, Sole Agents for Canada.

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WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00, and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide Street West, Toronto. Canada. (tf)

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What Is Shoddy?

Concluded from page 137.

the wearer, because garments made from it rapidly lose their shape, and quickly assume a shabby appearance. Although it can be honestly described as "all wool" by dealers, it only stands in the same relation to new wool that skimmed milk does to cream.

Its Relation to Wool Growing.

In what way does shoddy affect the wool growing industry, and what concern is it of the farmers? It does not directly injure wool growing in the slightest and never has done, but indirectly extensive sheep farming would make re-manufactured materials almost unnecessary. The presence of a wool substitute in the market, is the best guarantee the farmer can have of high prices. If wool were plentiful, the substitute would be unnecessary and the price of new wool would be very much lower than it is to-day. The price of good shoddy is now as high as 16 cents per pound, so that it is really a cent higher in the oil, than Canadian wool is in the grease. First grow sufficient wool for the world's needs, and then it will be time enough to object to substitutes. Adulterants and substitutes are manufacturers' questions and do not concern the farmer more than they do the fisherman. Some manufacturers use substitutes for new wool, and others do not. Those who do not use it, desire legislation for dealing with substitutes, so that all goods should be stamped accordingly. The idea is a good one, and it answers well with oleomargerine and butter, but textile fabrics present many difficulties in this direction. It would be easy to detect vegetable substitutes, but almost impossible to trace re-manufactured wool substitutes. Many experts say, that it is just as difficult to detect re-manufactured wool fibres in cloth, as it is to detect re-melted gold among fresh gold in a sovereign, when a small percentage is used. When such questions are brought up in textile journals they are perfectly legitimate, but shoddy questions should have no place in agricultural journals.

Although the world is short of wool, the use of mungo and shoddy in wool fabrics has decreased fully 30 per cent. during the past few years, both in England and

Should The Boss Give A Rebate?

A MAN purchased a suit for $18 at a store where he had been a regular customer for some time. A few days later, on entering the same store, he was somewhat surprised to find that suits similar to that which he had bought, were then on sale for $15. His friend bought one, and remarked to him in the presence of the merchant, "You see, it would have paid you to wait for this clearance sale. I am $3 ahead of you on this deal."

The first customer turned to the merchant and protested. "Considering that I am a good customer," he said, "and have brought business to your store, I think you should give me a rebate on my suit."

What did the merchant say?

For replies, dealing in a helpful, practical way with the subject, The Review will pay from $1.00 to $5.00 each.

All articles must be received not later than August 12th. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.

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America. Re-manufactured materials are now being more extensively used in other channels, while inferior noil is taking their place in men's suitings and women's dress stuffs. If the world contained the requisite number of sheep, the woolen mills would have a residue of "wastes" and inferior noils sufficient to satisfy the requirements of many mills using re-manufactured substitutes, so that grinding of rags would then be quite unnecessary for any kind of wearing apparel. It is therefore desirable that a special effort be put forth to extend sheep-farming so as to make up this great deficiency in the world's supply of wool.—Reprinted from the Sheep and Wool Commissioners' Report.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the Review do not necessarily hold themselves responsible

Joins H. C. Boulter Co.

Howard R. Wellington becomes member of new ready-to-wear organization — Firm will specialize.

A new firm of ready-to-wear garment manufacturers, that of H. C. Boulter Company, Limited, 445-447 King Street West, Toronto, was announced in The Review a few weeks ago. It is now possible to give further information with reference to the personnel of the firm and the lines along which they propose to specialize.

At the head of the new concern are two men who have had the most practical kind of experience in the production and marketing of ready-to-wear garments, namely, H. C. Boulter, who, as previously pointed out, was formerly head of the Novi-Modi Costume Co., and has been an active figure in the garment trade for 20 years, and Howard R. Wellington, who has severed his connection as sales manager for M. Pullan & Sons, to associate himself with Mr. Boulter in the new organization. During his six years' experience in the ready-to-wear business—three as sales manager for the Imperial Raincoat & Cloak Co., jobbers and manufacturers, and three with M. Pullan & Sons—Mr. Wellington has established a wide connection in the trade, both by mail and as traveling salesman, and has thereby gained that appreciation of the merchant's requirements which is the manufacturer's great essential.

"It is our intention to specialize very strongly in dresses," said Mr. Wellington. "We will give to the trade a high-class article at lower prices and in the required quantities. Our cheapest dress will be $6.75 and the value possible at that figure would surprise you. There will be no shoddy in our line; that fact will be self evident. It is, moreover, our intention to produce the best suit in the market to retail at $25. Every facility at our separate cloak and suit factory will be carefully directed toward that end. We shall also specialize in raincoats.

"The more we have studied the ready-to-wear situation the more we are convinced that the opportunity in dresses, suits, coats, ready-to-wear of any kind is for garments at popular selling prices. The members of the firm are one on this point and in manufactuing and selling we shall give due consideration to that idea."

The mail order end of the business will be strongly developed and the firm will issue a Spring catalogue.

AGENTS WANTED in Montreal and Toronto by well priced Plauen Lace and Neckwear manufacturer. Must be well introduced in wholesale. Apply to L.P., 8268 Rudolf Mosse, Plauen, Saxony.

CORRECT DRESS FOR MEN

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Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

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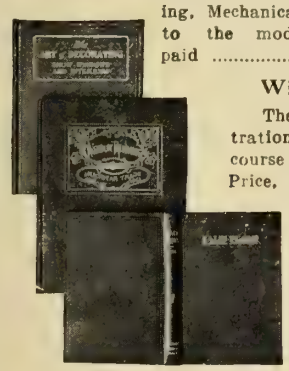
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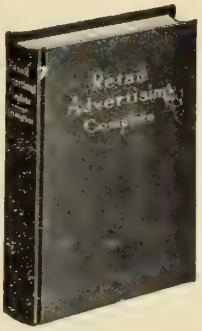
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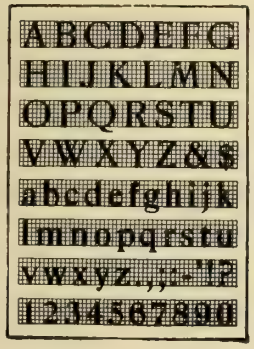
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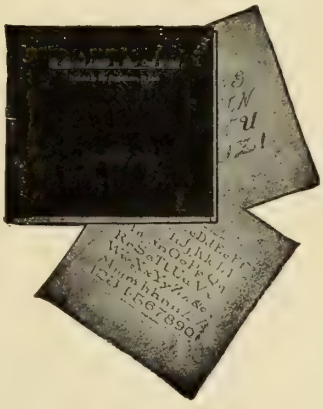
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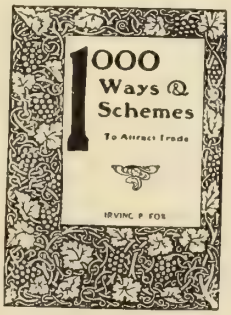
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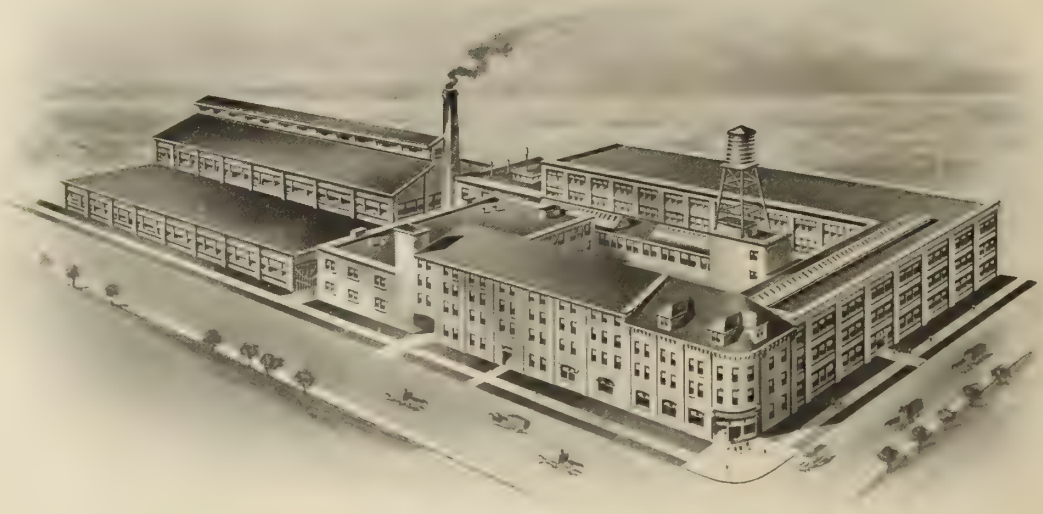
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DRY GOODS REVIEW

Vol. XXIV ◆ PUBLISHED SEMI-MONTHLY ◆ No. 16



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THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto, August 21, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

PUBLISHERS DRY GOODS REVIEW

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Employees' Compensation and the Retailer

THE commission appointed by the Ontario Government to collect information upon which to frame an employees' compensation bill will find that the field of enquiry before it is extensive and that desirable information is only limited in its complexity by the scope proposed for the measure.

It is evident, moreover, from the proceedings of a session recently held in Toronto, that retailers have a subject upon which they must assert themselves beyond all possibility of misunderstanding. At this session it was pointed out by their representatives that the bill, if it adopted the course laid down by the people who originally urged it, would necessitate much cumbersome and expensive machinery, was really impracticable as applied to retail organizations, and would, so far as retail merchandising was concerned, subsidize an undesirable class of people, namely, those who are habitually negligent.

The commission, in collecting information must get the retailer's as well as the manufacturer's viewpoint. As no bill has yet been drafted, it is of course impossible to pass judgment, but one thing may be taken for granted, the measure will have for one of its objects a compensation fund for the benefit of people who have been injured or become ill while following their employment, that employers will be required to contribute to that fund, and that the operation of the fund will be in the hands of the government.

While the objection of some is that such a fund should not be controlled by a political party, the Review considers it unnecessary at this stage to discuss that phase of the question. The point is, how would such a measure apply to the average general or department store? There would naturally be regulations covering all hazards, but in what particular class could that employee be considered who serving in groceries to-day, would ultimately be located in hardware or become an elevator attendant? The clause that would cover such a problem must needs be very elastic. Then, what about the army of clerks who are always shifting from one position

to another? It is estimated that upwards of 25 per cent. of the employees in retail stores change their positions every year. Much machinery would be necessary to handle this end of the proposed legislation. Another point that presses for consideration is that employers would be loath to consider a practically worthless employee entitled to the same benefits as one far more deserving, one who could not well be spared from his post. In what way would the bill discriminate, if at all.

The insurance companies have none of these very delicate questions to consider. Good physical condition, the class of employment and the ability to pay are the points on which the risk is accepted. But here is a proposition in which employers cannot help but weigh the worth of the beneficiary in relation to the fund. From that viewpoint it may lead to a finer sifting in the matter of selection of new and the retention of old employees.

The work of the commission will be watched by retailers and manufacturers with interest. Sittings are to be held in England and the operations of the new insurance bill will be investigated. No great interest was taken in the Toronto sittings by merchants who were asked to attend. One of the largest stores was not represented, while another went a little further and sent a man who could give very little information. But it is a matter on which the rank and file of retailers cannot afford to be indifferent.

Refer Diputes to Arbitration.

WHILE the Credit Men's Association is quite properly extending its sphere of usefulness for the benefit of its own members, very little has yet been done towards establishing a board or committee of arbitration to which business men may refer disputes rather than resort to costly legal proceedings. It is understood that power was recently granted the retail merchants to appoint such a committee, but in the stress of other affairs before their organization nothing has yet been done. It is a matter on which there should be some co-operation between the two forces, as it would be as much to the interest of credit men as to the retail merchant that a speedy and inexpensive means of settlement be available in the event of dispute.

In New York where machinery of this kind has been very successfully developed, the Chamber of Commerce offers to every business man in the country, or doing business with it abroad, the facilities of its committee on arbitration. The chamber itself commands respect, the men composing its committee are picked men, judicial and practical, with large business experience. The fee paid to the arbitrators is purposely restricted to that of a referee, $10 a day. The hearings may be in private, and a dispute that the courts would protract for months or even years may be settled within a few hours.

The voluntary arbitration, which becomes legal and binding, deprives the controversy of heat. Two of the biggest merchants of New York this year selected an arbitrator of the chamber and submitted papers. Before the action could come to an issue they found that the points of difference were not great, and settled the dispute themselves. In this case the committee on arbitration served really as a committee of conciliation. Above all, resort to it overcame a disagreeable incident quickly, and at practically no expense.

Convention of Dry Goods Men.

AN important convention of dry goods men has been called for August 27, in Toronto. It will be, practically, the first deliberative meeting since the Retail Merchants Association secured extension of its powers, enabling it to deal still more effectively with certain problems which confront the retailer. Not only the dry goods men but grocers, hardware, boot and shoe dealers and other trades will hold separate conventions during the week referred to and a number of very important matters will be considered.

The scope of the retailers association is now such as to give it a more clearly defined status as regards its equipment to co-operate with wholesalers and manufacturers in adjusting questions that have a direct bearing upon conditions attending the retail trade. While a somewhat elaborate programme is proposed, the new powers that have been secured by the retailers through their organization are not to be used arbitrarily but with due consideration to the greater benefit accruing from a get-to-gether policy.

Season of Preparation.

CLEARANCE sales have recently been and are still a prominent feature in newspaper advertising pages. In preparation for the early Fall, merchants have been clearing up those lines that were likely to hang fire. The weather of the past season has not been the best for record business, for that volume of trade which it was known would come given suggestive weather. But these opportunities were spasmodic and one week would be favorable for light summery frocks and the succeeding week would demand raincoats and warmer wraps. Merchandise men have had their work cut out for them in order to make the most of the somewhat erratic

season. It has been one of those periods in which people are inclined to save money on clothing by adhering more closely to actual necessities, and it has therefore been up to the advertising force to produce tangible reasons to the contrary.

Now the fall season is approaching. This means final arrangements for opening window displays, any necessary re-arranging or renovation of departments consistent with effective showing of new goods, a well-informed and capable advertising force, and every part of the organization in smooth running condition. In the buying end there will be a succession of activities from now to the end of the year. There are novelties to select for the early season, leaders to consider for mid-season merchandising. Christmas features to think about, and the requirements of the white sale early in the new year. The store that is well prepared for these things, whose management plans in advance, and when the staff has been trained to consider that one day's business has a direct bearing on those which are to follow, is taking steps to safeguard itself against any unfavorable circumstance or condition that may develop. He who is best equipped to reap the advantages of a prosperous season is best fitted to apply clear-headed methods to one in which the course has to be picked out with exceptional care.

Busy Men Doing Nothing.

"THE men who are most difficult to reach and who will, with least compensation ignore an engagement, are the busiest men doing nothing." So spoke a traveling salesman recently in discussing some of the difficulties which he had to contend with on the road. His observation, he pointed out, was not prompted by personal feeling, but by the conviction that many business men and he did not refer entirely to drygoods retailers, men devoting the best part of their time to duties which were probably neither here nor there, so far as the development of their business was concerned, and which could easily be included in the duties of some other members of the staff. Many of these little things kept the boss "busy," and because of them he sometimes ignored more important matters.

On the other hand there are business establishments in which these minor details are so well regulated that the manager can immediately turn his attention to the consideration of any matter that presents itself, whose engagements are never broken except for the most pressing reasons, and in whose store a man customer, with the appearance of a traveling salesman, receives the same attention as a patron who is well known to the staff.

No merchant should be willing to allow his staff to decide who he shall or shall not see, or to say that he is out, engaged, or busy, not knowing or caring whether such is the case. Members of staffs sometimes make mistakes in judgment that prove serious to the business. Many of the biggest and most successful men in business to-day are most easy of approach, and they are not all connected with large city concerns either.

The Passing View

Now is the time for the merchant to consider the defects, if any, that crippled his opening last year. It may have been only a little thing, but a better way probably suggested itself at that time.

Are your preparations for the fall openings well under way? Large city stores are already making advanced showings of fall garments.

As a merchant are you sure you are attaching sufficient importance to the reasons that accompany returned parcels?

A merchant in a city of 15,000 states that their Fall fair brings very little business and that people came merely to see the sights. A merchant in a city of 7,000 declares that their Fall fair is regarded as an exceptionally good trade bringer, that the merchants have for years contrived to make it so. After all, much may depend on the way these things are developed.

FEATURES OF THIS NUMBER.

The exchange desk as a store's barometer.

The kind of men decorator's should be—Cost of Display Department.

New features in Fall dress accessories and garments.

Would the Boss give a rebate?

Suggestions on lighting the store window.

Reviews Information Bureau:—Starting on cash basis—Young man asks for information re business in West—merchant wants to know amount of clothing stock required—Trididad merchant would buy in Canada.

New store for Toronto's exclusive section—Opportunities for better prices in men's neckwear.

What recent advance of 5 cents yard in carpets means to retailers.

Use of airbrush in show card work.

Exchange Desk as a Store's Barometer

Merchant may there ascertain an interesting sidelight on the value of his buying organization — Whether his store is satisfying the trade — Notable incidents and how they were dealt with — Some lines tabooed

A MERCHANT who is rated and known as one of the greatest on this continent, makes it a point to spend a few minutes each day behind the counter of his exchange desk. The writer, who is honored by his friendship, asked him why he did so; his reply made a deep impression. Said he, "The entire worth of the store passes in review when I take my station here, and I can tell just what people think of this establishment by the way goods are brought in to be exchanged and a question here and an incident there tells me better than days spent in each department if my buyers are satisfying the trade, on which this and all stores depend for their existence.

WHERE EXCHANGES PAID.

And, indeed, this was true, as several incidents here related will show. The first was a lady who had bought a bottle of toilet water a few days ago and explained her return of the empty bottle. Said she, "I bought this bottle of toilet water, when I opened it I found its contents gone; the clerk told me it was passed by the inspector as O.K. and she would not wrap an empty bottle. I am sure I did not drop it, you can see it has never been opened."

Without a word the wise proprietor exchanged the same and to me said, "Why, of course, she broke the bottle and lost the contents. If we did not exchange it a customer would be lost for the small sum of fifty cents and it costs many times that sum to get a new one. Let us follow her and see how she applies that 50c exchange check."

We did so, and the woman made a bee line for the shirt waist department and left the store with a $10 waist. The profit on the same covered many times the loss of say the cost, perhaps 33c, on the toilet water.

Now, you say, perhaps if this party had not purchased would the exchange have been a good one. That is what I asked the merchant, and he replied. "Figures prove that over 75 per cent. of the people whom we exchange goods for buy better goods and goods of a higher price. We have the law of average to go by. The Wanamaker store, when it boldly announced just after the close of the civil war, "We give you back your money as cheerfully as we take it," awoke a storm of protest through the land and wise grey-bearded merchants called him a crazy young trader, but the idea was right and like all good ideas that are right, lived and prospered till now one can go to almost any store in the land and get "money worth or money back." In fact, it is an unwritten law in retail merchandising. Stores trade on the principle that no sale is a sale unless you are satisfied.

To continue the examples noted above, the next party that attracted attention was a lady with a pair of ripped gloves that evidently were too small. The merchant looked at them and said, "Madam, what sized glove did you ask for when you made this purchase?" The lady replied, "size 6½."

The merchant looked at the lady's hand and one with half an eye could see the lady's hand was never made for that size glove. The merchant saw it, too, and said to the exchange clerk, "exchange them, please."

After the customer walked away I said, "Why, that party admitted she bought a size 6½ glove and I, who am not experienced, could see they were too small."

"Yes, said the merchant, "if we refuse to exchange them on account of the rip we lose another customer, and in five minutes we can repair them as good as new.

SOME LINES TABOOED.

This to my mind is good business in concrete form. Some of the goods exchanged would make one smile as did this case. A lady brought back a dead canary bird bought a year ago, saying it sickened and died. This was not exchanged. Another tried to exchange a last year's pattern for one of the latest mode, claiming "she never opened the same till yesterday. Also refused. This class of people are made better customers by the refusal to exchange. They know the store cannot be imposed on. Combs and hair goods, as well as bedding, are on the taboo list as well as books and sheet music and a few other articles, for sanitary reasons, cannot be exchanged.

A sad case was brought to the writer's attention a few years ago. Seeing the pitted face of a clerk he asked a fellow clerk when it was that this young woman fell a victim to small-pox. The reply was, while at the exchange desk acting the part of exchange clerk. A customer had a sheet that had been on the bed of a small-pox case, and not knowing, and as no signs of use were evident, was exchanged and handled by the clerk, result was, she contracted the disease. As a further result no bed clothing of any kind is now taken in exchange in that store and a good rule it is, too.

To The Dry Goods Trade

Our Annual Exhibition Sale

WILL BE HELD

August 26th to September 7th

1912

The Merchant who will be in Toronto during the forthcoming Canadian National Exhibition, is cordially invited to visit our Toronto Warehouse.

At this time we hold our important ANNUAL EXHIBITION SALE, which event **offers to buyers of Dry Goods exceptional advantages** in price concessions and prompt delivery.

Out-of-Town Buyers *will find it convenient to call at our warehouse when visiting Toronto and the Exhibition because our place of business is most accessible. It is pleasant to spend your time here and profitable to make your purchases.*

The W. R. Brock Company (Limited)

Wholesale Dry Goods, Woollens, Carpets, "Her Ladyship" Ready-to-Wear Garments, Men's Furnishings

TORONTO

Often, shoplifters will steal goods and really attempt to exchange them for those they want in the store the goods were stolen in. This had happened more than once, but the rule no goods exchanged without a sales check safeguards this to some extent. It is not hard, however, to steal a pair of gloves and watch till some one buys a pair and takes them out of the bag to wear them home, throwing bag and check on the floor, for the shoplifter to pick up and complete the dishonest transaction.

CAUSE OF A RUN.

If a certain line of goods has a run on the exchange desk the chances are the same is being offered at a lesser price in some other store and as soon as this happens the store's shopper is sent out to locate the same. Shoppers, as a rule, are keen on the scent of bargains, and once let a store offer goods for a lesser price, the store of the higher prices has a run on exchanges of the goods in question.

Didn't Save Much Daylight

Orillia's bill putting clocks forward one hour was rescinded — Opposed by working men — Merchant advocates general measure

The Daylight Saving Bill passed in Orillia, Ont., in June had a short life. It will be remembered that the Orillia council, believing that an extra hour of daylight would be acceptable to the people of the town passed the by-law, declaring that with June 23 clocks were to be put forward one hour until August 31.

This meant that Orillia merchants would open their stores an hour earlier in the morning and close an hour sooner in the evening than they had been accustomed to do. It also meant laborers in factories, clerks in stores, offices, etc., began work earlier in the day and quit earlier in the evening. In fact the entire commercial works of Orillia were put in motion an hour before those in the remainder of Ontario and of course shut down the 60 minutes sooner in the afternoon. This was to provide an hour more daylight after hours.

The by-law went into effect all right, but did not hold its force very long. There were some objections and these took on a more determined appearance as the days of more daylight passed by.

What one Orillia merchant, doing a large general business, thinks of the innovation is interesting.

"So far as our experience was concerned," a member of the firm stated, "we found the measure very satisfactory.

"The trouble arose through a considerable number of working men refusing to fall in line with the by-law. This caused considerable confusion in the town, and those in favor thought it was better to rescind the by-law rather than prolong something that was irritating so many.

"We believe that if the measure were adopted by popular vote, and the working men consulted, it would be very beneficial to any town. If it were to become a provincial or Dominion measure it would be even more beneficial."

"We think too, that it should be extended so that the season would begin about the first of May. The advantage of changing the clock is that it does not in any way interfere with a person's regular working hours."

"The objection of many working men came through their idea, encouraged by a few individuals, that it was a scheme of the manufacturers to enforce a longer day in the near future. The present factory day here, is from 7 o'clock to 6.

"We feel confident," he added "that if it were universally adopted this measure would bring a great deal of satisfaction to those who enjoy the brief Canadian summer."

Value of Contrasting Colors

Certain colors attract more attention than others. Scientific experiment has proved that *red* has the greatest *attention* value, green is second, and black is third.

Red and green are two of the primary colors, the third being yellow. These three colors, combined in various proportions, produce every tint that is physically possible. Blue and red make purple; yellow and red make orange; blue and yellow make green. The grays and browns are compounds of all three primary colors.

The value of this information is obvious. In printed literature the same principle holds. Picture a solid page of printed matter, your name in red and the balance in black. You will see your name first, irrespective of the location or size.

For advertising purposes, generally speaking, a picture made with contrasting colors is more attractive than one in which only tints that harmonize have been employed.

The use of colors that *contrast* must be skilfully employed, otherwise they might shock the sensibilities and make it difficult for the eyes to reflect the colors.

Robinson & Co., Calgary, are retiring from business. A special sale opened July 27, when it was announced that cash would rule, that no phone order would be taken, no goods sent on approval, and no guarantee given to deliver all the parcels the first day.

COME IN AND SEE US

If you are in Montreal during

MILLINERY OPENING

(2nd September)

we would like very much to show you our

RIBBONS
SATINS
SILKS
CREPES

"A Beautiful Range of Beautiful Fabrics."



THE W. R. BROCK COMPANY, (LIMITED)

CORNER OF NOTRE DAME AND ST. HELEN STREETS

MONTREAL

FANCY GOODS NOTIONS & TOYS



Novelties for the Fall and holiday selling — Smart tea aprons shown for Christmas trade — Outlook more promising for belts — Bandeaux and jeweled pins in combination with aigrettes — Novelties in necklaces

THE Summer belt business has been of a decidedly encouraging nature. Not only has there been the usual staple sale of elastics, but a big and profitable novelty feature has been and is the present strong vogue of patent leathers. These belts are used to complete belted, Norfolk, and peplum dresses as well as the "middy" blouse. The belts selling are from 2 to 2½ in. wide and black, white and red are the selling colors with plain buckles to match. There is some call for combination effects, black and white being the leader, and with black and red and white and black or red of some importance.

The selling strength of the belts at the present time and the fact that belted models will be featured for fall selling in garments but more particularly in dress lines, is an important fact for the fancy goods section. Many novelty models show the waist line in a normal position and completed by a belt generally of patent leather. This is a hopeful tendency for the belt manufacturer and one that he is preparing to make the most of.

Belts are not worn in the old manner, but are loosely clasped around the waist, and do not draw the garment to the figure in front, thus preserving the slim straight figure lines so much used.

Aprons for Holiday Trade

Dainty lines show favor for frillier effects — Ruffles of lace for edges and insertions to form motifs.

To the buyer engaged in making selections of attractive novelties suitable for Christmas trade, the smart little tea aprons should make a strong appeal. These dainty and yet useful little affairs are prettier than ever this season as designers have been quick to take up the new fashion note and utilize the growing feeling that is manifesting itself for frillier effects. This idea is carried out by means of the introduction of more ruffles and the prevalence of frilled pockets trimmed with gay little bows. An apron of this kind, particularly when prettily boxed, makes a not-too expensive and, at the same time, a very acceptable present.

As before intimated the new aprons are decidedly frilly, ruffles of lace being applied to the edges. Insertions are also used, often to form one-sided motifs, and the edges of the apron will be cut so as to follow the line. In strong contrast to the sheer Valenciennes and Malines laces used are the heavy

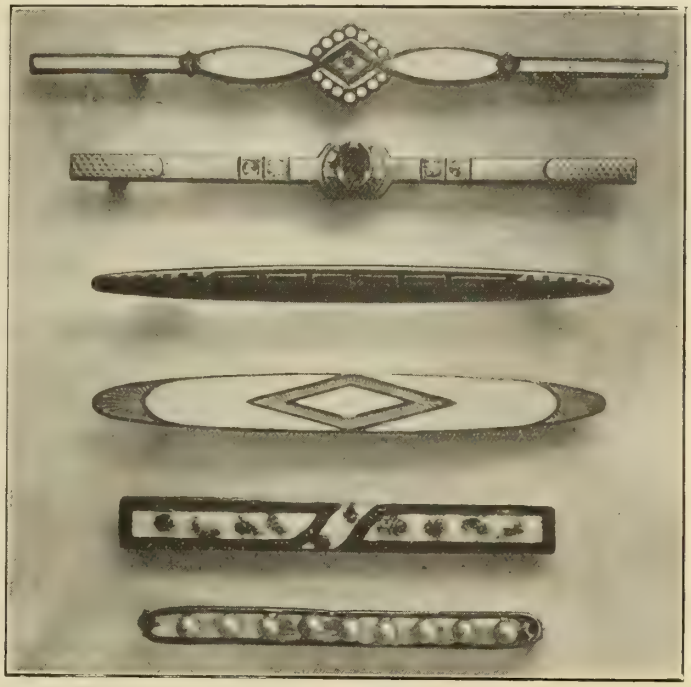


Tea aprons from the Christmas novelty line of A. T. Hall, Toronto. From left to right:—Dotted muslin with one-sided motif holding a shirred pocket. Dotted Swiss and plain lawn trimmed with lace and heavy embroidery. Pompadour-pointed muslin with lace-trimmed frill and shirred pocket. The apron on the right is of sheer lawn, and is of novel shape. It has hand-embroidered scalloped edge and motif of the same on the centre point.

Mail Orders Will Receive Our Prompt Attention

Collar Pins

This represents a few of our natty collar pins which we are offering at **$2.00 Dozen** Send for sample order.

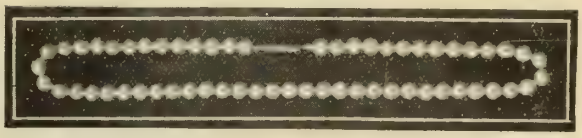


Exhibition Visitors

We extend an invitation to merchants and buyers attending Toronto Exhibition to call and see our fine Fall showing.

A Good Line to Handle

Pearl Necklaces



Pearl Dress Trimming

Fine quality French Pearls at $8.00 per dozen strings.
Other lines at $2.00 to $30.00.

HAIR GOODS of all kinds never were better than they are to-day. They are more popular, and the values we are showing in the

IDEAL

line far excel anything we have before shown.

The Ideal Hair Goods Co. Limited

Hair Goods, Hair Ornaments, Novelties, etc.

88 Wellington Street West, Toronto

Montreal Offices: 24 La Patrie Building



Shell barrette and backcomb set with rhinestones showing new bar effect. These are part of set consisting of barrette, backcomb and side combs.—Shown by Ideal Hair Goods Co., Toronto.

hand embroideries seen in the form of motifs and also in the button-holed scalloped edges. Lines of heavy Swiss embroidery are also effectively used.

There is quite a choice in materials for besides the usual sheer lawn and dotted Swiss, muslins in small flower and bouquet patterns are used, while perky little bows placed so as to emphasize shirred pockets or other trimmed motifs add a telling finishing touch.

New Coiffure Ornaments

Aigrettes appear in combination with bandeau or jewel-mounted combs — Vogue of amber in Paris.

Simply because hair-dressing is more simple than it has been for a decade, it must not be supposed that nothing is selling in the hair goods department or that women are independent of artificial help in the arrangement of their coiffure. The casque fitting over the head is used as a support to the natural hair or when covered with wavy hair to supplement it. There are also soft, loose-arranged chignons of massed puffs to pin on behind and, last but not least, there is an increasing demand for switches.

Simple modes in hair dressing also mean that more ornaments will be worn. Shell combs and pins are again on the high-road to popular favor and, for evening wear, there is a decided variety of hair ornaments and novelties shown. There is a great duplication of expensive effects in moderate-priced novelties. Even the aigrette is copied in spun glass. These aigrettes appear in combination with bandeaux or ornaments mounted in two pronged combs, the bandeaux or ornament being developed in rhinestones, seed pearls, and jet.

Some amber is seen and the vogue of amber is said to be strong in Paris at the present time. There, amber belt-pins ear-rings, chains, combs, hat-pins and even the long handles of parasols are being made of amber. This craze has hardly as yet reached Canada but predictions looking towards its arrival as a feature are made for another season.

Another pretty touch is the revival of the mid-Victorian fashion of wearing a velvet ribbon ornamented with slides or studs of rhinestones. These velvet bands are also joined in front with ornaments formed of tiny colored beads having bars across through which the neck is seen. The V openings at the neck and the manner in which the throat is bared at present is responsible for this arrival.

Due to the same cause as above referred to is the increasing sale of necklets and necklaces. Strands of twisted, small cut, crystal beads, both clear and milky and about the size of seed pearls, form one of the novelties. Pearl necklets and long chains, and chains and necklets of jet, coral and amber are also worn.

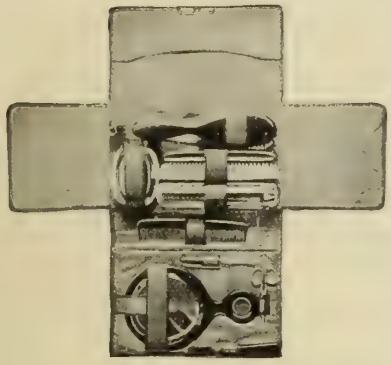
Reticella Crochet Patterns

The vogue of Venice lace is strong and all the beautiful old needle points are most effectually copied now in machine made imitations. Reticella laces are very prominent. These designs are now very effectually copied in crochet and patterns for this work figures largely in crochet and is really the novelty of the coming season. This work is likely to find favor as it can be easily done, and when finished forms a decidedly close imitation of the real lace. The patterns in deep points, form a splendid edge for doyleys or runners and can be used for any purpose for which lace is employed.

Earnings of the Robert Simpson Company for the first six months of this year are reported to have been twenty-five per cent. ahead of any previous year, and profits proportionately greater. Net earnings for 1911 were $586,149, and if business is as good for the next six months ,indications are that the net for 1912 will reach nearly three-quarters of a million. The Financial Post points out that the issue of £462,500 5 per cent. bonds and $2,250,000 6 per cent. cumulative preferred stock made this spring in London is being well absorbed by the public, and after the first of next month the shares will probably be quoted on the London market. The stock was fully underwritten at the time of issue.

"JULIAN SALE" FINE LEATHER GOODS

TO VISITING MERCHANTS TO TORONTO NATIONAL EXHIBITION



We Invite You to Our Sample Room

For the convenience of visiting business men to the city during Fair time we have opened a sample room for our wholesale department on the first floor in the Julian Sale store building, showing all the newest lines of imported goods and goods of our own manufacture in leather goods and novelties, and will be pleased to have you make the best use of it. We are showing some exceptionally attractive lines which will be great holiday sellers, and seeing the whole line in our sample rooms, you will get a more comprehensive idea of our immense wholesale stock. You are welcome to make the "Julian Sale" Sample Rooms your headquarters while in the city.

THE JULIAN SALE LEATHER GOODS CO., LIMITED
105 KING STREET WEST, TORONTO

F. C. DANIEL & CO.

SPECIALISTS IN FANCY DRY GOODS

NEW ADDRESS

80-82 Wellington St. West - Toronto

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.



MILLINERY

At New York Opening.

A color fad of the moment is old rose and kindred shades.

Silk dress braids are being used for millinery purposes. They are used for binding and are applied in all manner of ways.

Shoe buckles are a millinery fad. Certain severe types of hat are not complete without them.

Felt, silk and velvet newest millinery combinations — Many hats of plush and silk — Plush trimmed with pleated ribbons and wings for the early season — Parisian milliners use tulle and lace — Latest model hats large and flat — Black and white still favored — Paris and New York markets

THE tulle hat, and the wearing of tulle millinery is now approaching the dimensions of a fad in Europe. Georgette showed large flat black hats all of black tulle and trimmed either with flowers or aigrette. Lewis contributed a number of stunning models of brown tulle and paradise. Another house is favoring black Chantilly. One of her best models shows the brim upturned all round and trimmed with a small mount of black ostrich at the side.

Many hats have the crown of black velvet and the brim of lace, and a new trimming consists of a lingerie scarf tied on one side and the ends embroidered in white cotton. The very latest hat shapes are decidedly large with crowns of a medium oval and wide drooping brims that are upturned in some portion.

One Parisian house is showing black velvet hats with large draped crowns encircled at the base with a garland of wheat ending at the side under a vivid red velvet poppy. Taffeta hats are showing, but there are fewer changeable silks used, the preference being given now to plain colors. The colors used are decidedly dark, navy, seal, and taupe having the preference, though dark purple is frequently seen. The use of satin is chiefly confined to hats showing the combinations of white and black, or white and navy blue. Small models in either of these combinations are much worn with tailormades. Some of these hats are veritable directoire turbans and are trimmed with looped garnitures of white Oriental beads looped at intervals and with a towering aigrette or ostrich mount placed directly in front.

More felt models are being shown than for many seasons, and the velvet and silk hat will have considerable competition from this source. Soft white or beige felts trimmed with pleated grosgrain or velvet ribbons and a bunch of wool flowers are prominent, but for wear with the tailored suit the greatest novelty is the hat in contrasting or complementary colors.

Velvet felt and silk is expected to be a much-used winter combination. Another big feature will be the hat of white plush or velvet simply trimmed with grosgrain ribbon and wings.

The *chapeau de style* for the coming fall is to be large and flat and covered with velvet. There are two forward modes of trimming. One is with ostrich bands, or with a row of short cut plumes around the crown, and the other is the use of a pleated frill of Malines around the edge of the brim.

Novelty ostrich is to be more used even than handsome plumes and there is a decided return to favor of willowed effects. For decidedly smart and high-class millinery, there is no question about the lead of paradise and aigrette. So great is the demand for paradise that prices have gone up enormously, thus limiting its use exclusively to the expensive hat. This means that other feathers are substituted and that very presentable imitations are provided for the popular trade.

The novel posing of aigrette is one of the most striking features of the new millinery. Some plumes



Have You Seen the McCall Line?

This season's showing has met with the greatest approval from those who have seen it.

Every Number is a Winner

The McCall line gives the most all round satisfaction that is obtainable in the trade.

Allow our representative who covers your territory to show you the complete Fall range. He can interest you.

THE D. McCALL COMPANY, LIMITED
Toronto

Winnipeg, Ottawa, Montreal, Quebec, Vancouver

are posed on the edge of the hat, almost touching the shoulder. Another way is called the "Colonial." This places the aigrette under the hat brim as though fastened to the hair. Donkeys' ears have again made their appearance as a trimming for toques and small hats.

Wings are enjoying a decided revival, the "Mercury" wing with a small piece of breast to affix it to the hat being in high favor. There is an enormous range of fancy feather effects shown for the coming season. Special mention should be made of natural effects, particularly those made from pheasant and owl feathers.

The usual before-season remark that shapes are both large and small can be made without violating truth. Just at present, there is a preponderance of interest in the smaller models, but large hats are by no means neglected, and mid-winter models promise to be big. Large, flat, drooping hats are the latest Parisian idea. Some of the latest of these large hats have large Tam crowns and have the trim edge with a frill of Malines.

New York Notes No Color Restrictions

Bewildering array of merchandise in that market and absence of ironclad rules account for conservative buying — Postillion or polonaise, mandarin and Quaker are the latest shapes — Low, elongated hats are smart — Preference for plush and velour for facing and trimming.

Staff Correspondence

New York, August 19.

BUYING in New York to date has been decidedly conservative. This is owing partly to the fact that there is such a bewildering display of merchandise offered that one becomes confused at not having any beaten paths laid out to follow. There are, of course, hints which one does well to recognize, but for the most part there are no iron-clad rules as to shape and positively no restrictions as to color.



Large model, trimmed with feather fantasy. Shown by Debenhams (Canada) Limited, Montreal.

Usually the Fall season is ushered in by small or, at least, medium hats, but that is not a truism, for this season's early shapes are decidedly large, and for the most part rather flat.

The newest and most approved line is an elongated one from front to back, it being not extraordinary to have a hat measure twenty-five inches in depth, while it will be, say fourteen, at the most, in width. These hats are called the *Postillion* and sometimes the *Polonaise* and are the fad of the moment.. There is no marked innovation in the crowns used on these brims unless one may mention their gradual shrinkage in the head size. Head sizes are far from small, of course, but there is some little decrease, just enough to make it necessary to work one's head into the opening to make it feel secure on the head. Of course, one gets a better glimpse of the hair and eyes in consequence.

While on the subject of crowns, which really change more than brims and make or mar a hat, it must be impressed upon you that many softly-draped crowns are offered—not full tam o'shanter affairs, but draped, soft-looking crowns, usually of white satin. If the brim is black velvet, the satin is draped over a foundation, the outlines of which are softened, not lost. These new satin crowns, like most of the season's crowns, are rather squat looking and decidedly medium, rather than large.

Crows which are not draped are very gradually rounded and are more than four or five inches high. This is true of even the few thimble crowns which are seen.

The Postillion hat is very frequently trimmed over the crown, the trimming, of course, following the elongated line of the brim and often raised to quite a height at the back.



Millinery Commissioners Ltd.

Offices: Toronto, Paris and London

Millinery Opening

26th of August and following days.

YOU are cordially invited to inspect our High Class selections of French novelties, in shapes and feather mounts.

Three of our buyers have just returned from Paris, where they have been selecting a little of every new style advocated in that interesting style centre.

You are sure of securing some excellent ideas from the range of Millinery we will show at the opening.

Nothing too new or extreme for us.

Millinery Commissioners Ltd.

REMEMBER THE ADDRESS:

7 Front Street East, Toronto

In Red Rose Tea Building, opposite Board of Trade

MANDARIN AND QUAKER SHAPES.

Two shapes, which rival the Postillion for the lead in novelties are the Coolie or Mandarin hat, which is mounted on a high back bandeau and slopes down at either side, and the Quaker, which was launched months ago, and prophesied a winner. The Quaker is not a bonnet, but a replica of the hat worn by that sect, and is not far removed from the derby, but on larger lines. It is also worthy of note that oval sailors, decidedly flat in trimming as well as line are being shown. A very smart black velvet one had a two-inch flange of white kid around the crown, the only trimming being two fern-like ornaments of dull gold braid, applied flat to the crown at the left front. These shapes are also effectively trimmed with fur, white fox on black being very stunning, the fur being applied flat to the upper brim. The original model, there have been several deviations, had the pelts cut in two strips so that fur lay in opposite directions, the long hairs forming a fringe. A twist or bias band of ribbon or satin is applied flat to the centre.

Very low, elongated hats are very smart and decidedly new. A stunning method of trimming these oval sailors is to use two clusters of aigrette or two wings, or fox tails, one being applied to either side of the crown and held by a flat bow or an ornament, the trimming sprung backward at both sides, one being fastened to the crown an inch lower than the other so that the right wing, tail or aigrette may sweep backward and the left be raised, the hat tilting a little as well. White fox tails on a dark hat are wonderfully effective, and by the way, do not underestimate the value of fur as a trimming, not only for hats, but for costumes this winter.

HATS ARE TILTED.

Flat hats, indeed all hats, are worn tilted so that the hair at the left side is exposed, and the right side of the face almost entirely hidden.

Comparatively few turbans are being shown. Just at present satin turbans and small hats made on a crinoline foundation are very chic and have the desirable attribute of novelty. These are sometimes faced with velvet, dark in color or black, and may have a tight cluster of fruit (velvet or chenille), or an applique ornament by way of trimming. This is essentially a semi-saison fad, and even as early as the date of writing these crushable white satin hats are being worn. To be sure manufacturers are making colors as well as white, but white satin is in the lead.

There is a good showing of Watteau shapes. These models are plate-like, there being hardly any definition between the lines of the crown and brim.

A number of sailor shapes are also showing, the most prominent being the rolled brim models. Quite a novelty is introduced in brim shaping. The upturned brim is so shaped as to simulate a wing and the effect is further heightened by the placing of loops of ribbon or velvet trimming.

Combinations of black and white lead and every indication points to one of the greatest black and white seasons on record. Next to black and white come such combinations as navy and white, black

(Concluded on page 23.)



Two smart tailored models for Fall — Shown by D. McCall Co., Toronto.



We extend an invitation to merchants and buyers

MILLINERY OPENING

in Montreal, September 2nd and days following
in Quebec, September 9th and days following

We have now in stock a very complete showing of the latest European and American styles in pattern hats, shapes and trimmings.

We invite all to call and inspect our splendid range when in Montreal, and especially during the Fall openings.

"We have everything that's new."

WESTERN BUYERS, NOTE:—We cordially invite you to inspect our stock at Vancouver, which is now complete. Letter order addressed to our manager, Mr. Brignac, will receive prompt attention.

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The most exclusive range of styles has been secured by one of the members of our firm who lately returned from Europe.

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Spring 1913

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OFFICE OF

Walker Bros. & Company

GENERAL MERCHANDISE

Luling, Texas, April 4th, 1912.

The Butterick Publishing Co.,

New York, N. Y.

Dear Sirs:-

We are pleased with the increase in our pattern business, and after sixteen years of pleasant business relations, it gives us great pleasure to renew our contract with Mr. T. H. West.

Yours very truly,

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J. E. Taylor Secy

The Butterick Publishing Company

33 RICHMOND STREET WEST, TORONTO, ONTARIO, CANADA



House Furnishings

The housefurnishings section depends for its success, quite as much as any other department, upon demonstration or suggestion. An attractive room treatment on display will always bring results.

What the recent increase on English carpets means to the buyer — Medallion designs giving place to smaller patterns, many of which are on the Oriental order — Colorings lighter than usual — Complete color harmony receiving very serious recognition — Opportunities of Fall fair season

"THE advance, by English manufacturers, of about five cents a yard on all pile carpets will mean an increase of about $1.00 on the average square to the Canadian buyer," states the representative of a Toronto carpet house, who has just returned from the Old Country. "Owing to the advancing cost on many items that enter into production, jute, labor, coal and so on, the manufacturer of pile carpets, or better grades, has found this advance necessary. The border weaves are not similarly affected, but prices right through are very firm.

"In the new designs that are being produced by English mills, the old medallion types have almost entirely disappeared, and in their stead are small, neat, patterns, the majority of which are on the Oriental order. The colorings are for the most part lighter than usual, with browns, greens and Turkey reds a favored combination. In fact I would say that these reds are a coming feature in floor coverings. I do not mean the ordinary red which has been so generally ruled out of the housefurnishing card, but the color that is so familiar to the carpet buyer by the name I have used. Old rose also promises to be a very popular shade, not only for bedrooms, but for the drawing-room. The newest hotel in London had its bedrooms treated almost entirely in soft blues and old rose, and it is a notable fact that the matching ency in rooms of every description is receiving a very serious recognition. Carpet, wall covering, comforters and upholstery all must harmonize artistically, and the retail department which would be eminently successful must have its buying end work faithfully on that principle. In comforters, while plain colors are still good, there is great favor for small, dainty patterns in contrasting colors. Probably the fashion artist would say some of these patterns followed the Pompadour treatment, in that they partake of the small ornate floral groupings. This, of course, applies to the better grade coverings.

Fall Fair Demonstrations

Opportunity for housefurnishings departments to demonstrate suggestive ability — Results follow such displays

Some weeks ago the Review illustrated a room that was exhibited at a special Summer fair in a city of about 15,000. The room contained several pieces of furniture, and also displayed a very artistic treatment in wall coverings and curtains. The sales that followed fast upon this exhibit more than repaid for all the trouble and expense entailed in the exhibit. This fact should suggest something to those merchants who have well equipped housefurnishing sections. The Fall fair reason is approaching. People may not come to the town or city to buy, but it is one time when interesting sights create an impression. The merchant who displays an artistically arranged room may be assured of results. Carpets, curtains, wallpapers so applied as to convey the correct room effect, will sell themselves. It is a display that draws the crowd. At Toronto Exposition there are no booths more interesting, more persistently attractive than those containing beautiful interior treatments. Invariably everything in these rooms is sold during the first week of the Exhibition, and departments in the stores responsible for them are benefited. It is good advertising.

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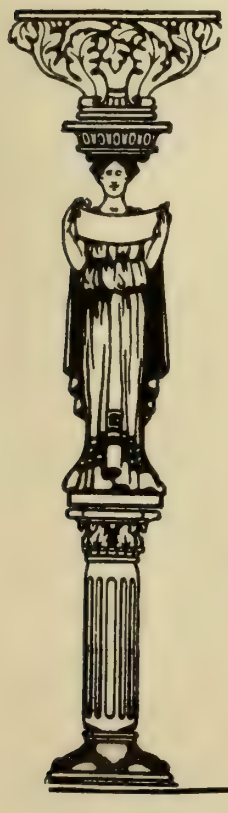
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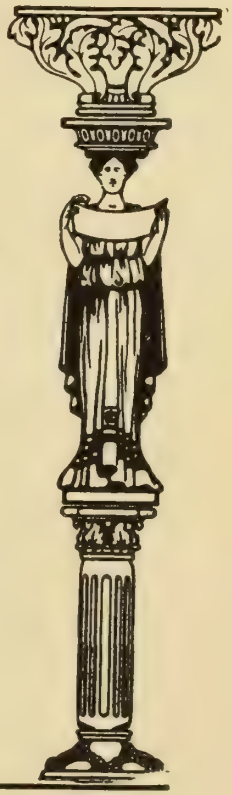
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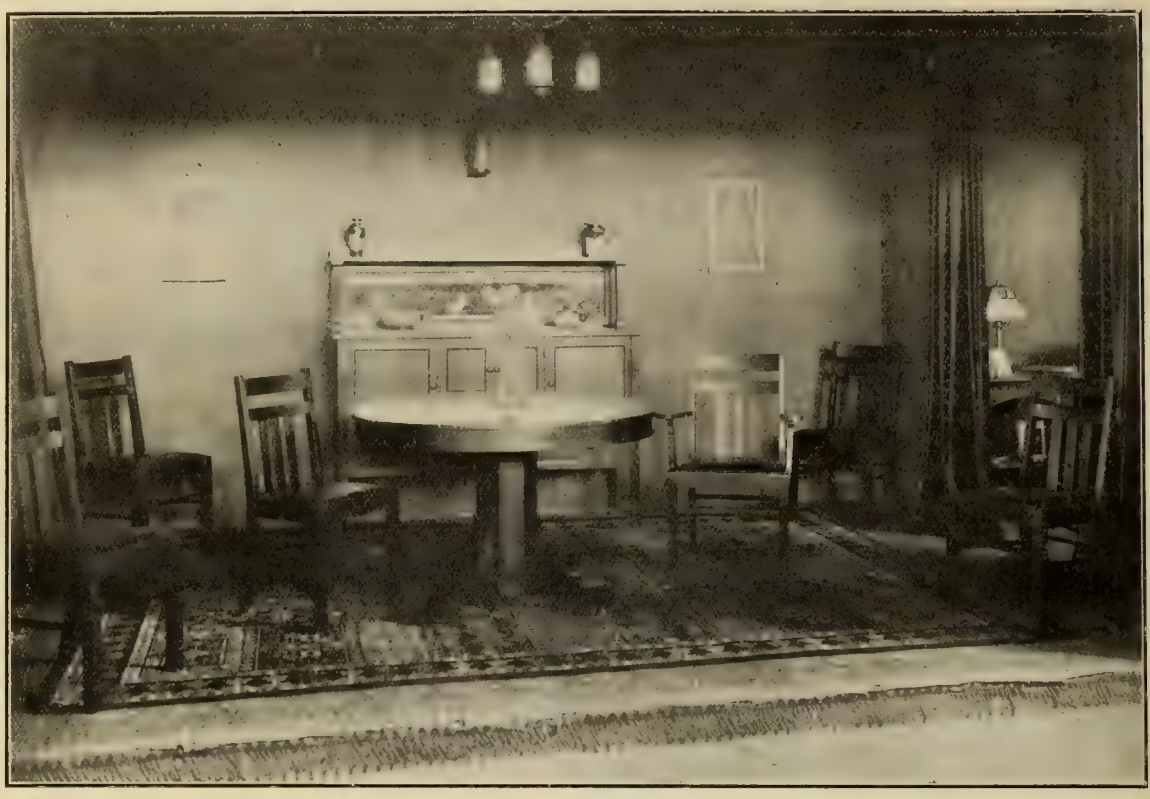
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11 and 13 Bridgewater Place, MANCHESTER
Mills :—BOLTON, LANCS.



Blue dining room by Richard Hall & Son, at Peterboro Summer Fair. Fumed oak furniture, seamless Axminster rug in blue tones, blue velvet window and door hangings, wall paper was in blue. The firm state that the exhibit was one of their best advertising investments. From it they made a number of direct sales.

Guaranteed Curtain Sets

The latest line of merchandise to which a guarantee has been applied is that of lace curtains. This is a plan which has recently been adopted by an American firm, who while always offering a broad assurance as against defective materials or workmanship have never definitely fixed a time limit.

They have now taken one of their new lines comprising about a dozen numbers on which they make a positive guarantee for two years. These curtains are made in three-piece sets and each set as it leaves the factory carries attached a guarantee ticket numbered and dated, reading as follows:

> These curtains are guaranteed by the makers for two years from above date. If any defect is found within this time, return curtains and this ticket and receive a new set. No exchange will be made unless both curtains and ticket are returned. Ironing is unnecessary. Merely wash and dry these curtains.

These sets are composed of two side curtains and a valance, all three pieces being headed ready for a rod, and the fabric of which they are composed requires no ironing. Being made in three pieces the sets may be fitted to shorter windows by cutting off the tops of the curtains and rehemming; the bottom of the curtains and the valance piece remaining unaltered.

The Demand for Mahogany

Furniture men who study statistics are doubtless surprised to note that while the cut of mahogany amounts annually to only about 18,000,000 feet, the market reports show an annual sale of over 40,000,000 feet. *Upholsterer.*

There are more than twenty mahogany-like woods that are commercially offered as true mahogany, not to mention a considerable number of woods stained to imitate the genuine. For years the demand for genuine mahogany has far exceeded the supply, hence every wood which may furnish a colorable substitute for the genuine is seized upon to make up the deficit. It is always an intentional deception. The woods used are strictly furniture woods, and indeed some of them have a history almost as old as mahogany. One of these, for instance, *Cariniana pyriformis,* first became known botanically in 1874, 114 years after true mahogany was first described. The wood is found in Colombia, from one hundred to two hundred miles inland, and exported from Carthagena to Havre, France, where for more than thirty years it has been sold in immense cargoes as genuine mahogany.

Colombian mahogany, for such this wood is commercially misnamed, is comparatively new in America and its resemblance in color and grain to the true *swietenia mahogani* makes it a very ready substitute.

No Color Restrictions

Continued from page 16.

and beige. The leading colors are king's blue, fuchsia, amber, callot green and taupe. Among the novelty shades, such colors as claret, tokay and topaz are featured, and paradise tones, the rich yellows seen in the plumage of the bird-of-paradise, are prominent.

PLUSH IN MANY VARIETIES.

In the last letter from this market stress was laid on velour and this material has continued in favor. Plush in many varieties is being used. It faces felt hats and hats of satin and moire, it is used to trim and is, of course, used for bodies. Plush seems to be best liked in such colors as taupe, and dark fuchsia, greens, greys, browns and blues. Velours are also more prominent in colors than black. There is in fact a movement to substitute very dark colors for black, and black and white is very strong. To illustrate this, a velvet hat of deep blue or fuchsia will be trimmed with amber or green or some bright color which formerly would only have been used against a black background.

Amber, the lightest shades of Alazan, brule, citron and lime are all good for trimming, while on old favorite, none other than coque de Roche is again with us.

The color fad of the moment is old gold and its kindred shades, some shading to burnt sienna and tangerine.

A feature of the season which is very interesting is the use of silk dress braids for millinery. From soutache and rat tail braids to some that rival ribbon in the beauty of their weave, braids are being bought. They bind hats very smartly and are newer than grosgrain, and may be applied in all manner of ways and formed into diverse ornaments to be applied flat to the crown or brim. It is surprising what really excellent results may be obtained from the use of braid on hats nor is it confined to the strictly tailored hat, although it certainly is in harmony there.

Whether it is the popularity of the Quaker hat, which somehow suggests severe buckles, or whatever has inspired their use, "shoe buckles" are a millinery fad, indeed almost a necessity since certain severe types of hat are not complete without them. Metal, either dull or highly polished, but in all events absolutely plain, is the fad. Buckles are the best-liked of all ornaments. Plain tailored hats have their grosgrain bows held down with silk covered buttons.

ELEANOR GUNN MCCLELLAND.

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I always have a very large and complete stock of all sorts of genuine Oriental Rugs from

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For immediate delivery and import orders are taken now for fall delivery.

My 16 years' experience in Canada, as well as my exceptional buying facilities in the Eastern markets, enables me to offer the finest productions of Oriental hand-looms at the lowest wholesale prices.

Mail orders always given my personal attention.

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"Eclipse" Garments Grow Steadily in Popularity Every Year. They Satisfy the Customer and Bring Profit to the Merchant.

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SPECIAL

We have again enlarged our children's and misses' departments. The result you will see in an exquisite variety of dresses and underwear. Better than ever — and that means much.

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COMPANY, LIMITED

324 KING STREET W., TORONTO, ONT.

READY TO WEAR GARMENTS



Features of this Department

New dresses emphasize the fact that the Canadian manufacturer is becoming a close student of acceptable style tendencies.

Very few dress models show the shorter sleeve, save those for evening wear. Great variety evident in sleeve designs.

Early displays of suits indicate a preference for all manner of cord weaves, both diagonal and vertical.

Dresses for Fall are an important line — New models showing all the new fashion ideas — Preparations for the openings — Norfolk prominent feature in children's coat styles — Suit styles confirmed by features at Paris openings — Whitewear ready for December and January selling

IT is truly a wonderful line that manufacturers of dresses and costumes have put out for the coming season, and it covers a wide field of effort. The ready-made gown has achieved a big measure of popularity in a very short period of time, not just in popular priced garments, but also in high priced and expensive effects, and the woman who can well afford to pay dressmakers' prices for a gown buys from choice goods in the ready-to-wear department. Indeed, the woman of to-day can buy gowns for every occasion, be it for house or street wear, a smart reception gown, a party frock, or an elaborate gown for evening or dinner wear in the ready-to-wear department. What is more to the point, all these dresses can be purchased to advantage now of the home manufacturer. The Canadian manufacturer is becoming a close student of style tendencies, and is becoming adept in introducing new models in a manner suited to the tastes and needs of the Canadian woman.

Designers are busily at work upon new models showing the latest tendencies in house, tailored street and afternoon gowns, and in gowns for party, evening and dinner wear. These models show all the new tendencies that are shadowed forth in Paris and New York style reports, such as long sleeves, pannier effects, Russian blouses, pleats in the skirts, Directoire and Robespierre collars, frills, yokes, jabots, pleatings, flounces and lace drapes.

The new gowns will be developed in all the leading and novelty fabrics, such as serge, eponge, tweeds, diagonals, satin, charmeuse, both plain and brocaded, crepe meteor, crepe de Chine, velvets, laces and chiffons and braided nets.

Popular priced simple tailored models show touches of bright trimmings in the shape of strappings or braid in tartan plaid, national blue, bright tan, cerise and cardinal. Belted models are strong and come both in the form of the Norfolk dress and the Russian blouse dress.

As a rule, the belt is of black patent leather, though both red and white is used when the dress is of white serge or Bedford cord or cotele. A one-piece dress of blue serge made in Russian blouse style, had a wide belt of brown suede leather passed through tabs of the same on each side of the waist. The skirt was made with a raised waistline effect, and the collar and cuffs were of tan face cloth and black satin.

That the long sleeve is the proper sleeve for the coming Fall is conceded on every side, and very few of the new models, save those intended for evening wear show the shorter sleeve. As a fact, the long sleeve is fashionable with the low-necked gown, and some gowns of this kind have sleeves of lace or net. These long, transparent sleeves have wrist frills extending well over the hand. A feature of the new sleeves is their variety and designers are vying with each other in the production of pretty gowns.

All, save the plain tailored popular priced models, show some drapery attempt or effect. This is done in some cases by the use of crosswise tucks. In many models this drapery effect is carried to the bottom, giving the soft effect that is a feature of the new modes.

New charmeuse models show pleated underskirts with pannier over drapery, pleated sleeves and draped waists. This material is also ideal for the new Robespierre dresses with high turn-down collars and revers of pleated shadow lace.

Many gowns are made of two fabrics. Thus a dress shown has an underskirt of white chiffon with a pannier of turquoise blue charmeuse frilled with shadow lace. The waist of this dress was in surplice effect over a tucker of white chiffon and trimmed with lace frillings.

Black and white models are everywhere in evidence. One model seen had the underskirt of white chiffon with the pannier and waist of black chiffon, and the girdle of gold lace, while a similar trimming and pleatings of white chiffon completed the sleeves. White chiffon frilling also goes about the neck.

Every gown has more or less lace in its composition, and quite a few models show slit seams at the front and sides filled in with lace or a piece of fancy trimming. Another new feature is the putting in of the sleeves with a cord and this cording also outlines the seams. Some new shaped sleeves show a cord or piping on top of the arm. These sleeves are cut in two pieces, the joins coming underneath and on top. A few pleats to give play to the elbow are essential in the comfortable fit of the long tight sleeve.

Many evening gowns are extensively trimmed with beaded nets and bandings. Lovely models are of white chiffon with over-drapery beaded net, caught at the lower edge to the back and front skirt panel with buckles made of the glittering trimming.

Although drapery is so much used, the outline must be slim. There is little real fulness allowed, and all drapery clings. To get this effect much of it is tucked down to the foundation.

Suit Season Opens Early

City stores beginning on better priced novelties—Paris openings confirm present lengths

Indications point to an early opening of the suit season, particularly in localities where the Fall fairs are held in August, or early in September. The large city stores are already showing advance styles, and these are really style showings, the prices running from $25.00 to $50.00, and the suits being new in cut, finish and material.

There is a very well defined preference for all manner of cord weaves both diagonal and vertical. Brushed coteles are strong, but first place must be given to wide wale diagonals. Whipcords are much in evidence. All these materials are two-tone. A material that is favored in expensive suits is a ribbed wool velvet that is beautifully soft and rich looking. Velour de laine is another velvet-finished fabric, only without the cord. Velveteens, both plain and fancy and in corduroy weaves are very much in evidence.

Coat lengths are from 32 to 34 inches, some coats being longer at the back than in front and the longest point being the middle of the back and from there gradually rounding up to the front. In this connection, it is interesting to note that the news so far from the Paris openings are a fair confirmation of present lengths. At Bernard's opening, the length of the tailored suit coats averaged from 34 to 36 inches. Bernard's is a house that has a great following among the American cutting-up and department store trade, and their models, as a rule, carry a special significance.

Other news of interest from this opening is that skirts are slightly fuller and are pleated with panels at the back. The chief materials this costumier is using are serge, ratine, velour de laine, charmeuse, and brocaded silk.

Later models all show touches of the Robespierre in the cut of the collar and in the introduction of the vest, and fur trimmings are indicated to a considerable extent, but just how far this feature will go with the popular trade is at present a matter of speculation. There should be a field here for the use of the very perfect fabric furs now on the market.

Suits of diagonal and Donegal tweeds are showing in belted and Norfolk styles and promise to take well in misses' garments.

There is little difference in the skirts designed for suits, and those sold separately, save that the suit skirt must be in accord with the coat. There is a little extra width, due to the use of pleats. These come in the form of kick pleats and pleated panels.

New Models for Juveniles

Buyers arranging sales of school frocks—Ginghams, Galateas and cotton suiting dresses worn all the year round for this purpose

Since the manufacturer has taken upon himself the burden of costuming the child, the department devoted to childrens' and juniors' clothes has become of importance, only second to that devoted to women's wear. Buyers are busy planning for the opening of the Fall season, and also to have special attractions showing in garments suitable for school wear. Their selections will show special attention to the wash dresses, gingham, galatea, and cotton suittings, such as are worn by many children all the year round.

There is less following of the styles put out for the grown-ups this season, due to the fact that the

drapery effects are not suitable for children's wear. This has thrown designers back on their own resources, and, therefore, the essentially childish sailor and Norfolk and middy styles are very prominent.

Blue serge which gives promise of being the most popular fabric is shown in one-piece dresses in all these styles and with touches of plaid or Roman stripe to brighten them up. Wool plaids and tweeds are also selling.

Pleats are important in the dress made for the small girl. Many dresses are box-pleated back and front, but plain at the sides. These dresses are sometimes all in one piece, or are cut at the waist and the line of the join covered with a fabric or patent leather belt. Metal or cloth-covered buttons are used as trimming. Often plaid or touches of high color are introduced at the neck and cuffs. Roman striped trimmings are beginning to be used.

Round, collarless yokes finish the majority of the dresses, though high-necked models are also shown and the sleeves are almost long and drawn into close cuffs of a contrasting color or material.

There are many varieties of cut-in girls' coats for the coming season, but they are all loose in straight line box effect. The Norfolk is decidedly popular, the box-pleats extending either from a yoke or the shoulder, and the belt running through the pleat. Other coats show a high turnover or a collar with revers that will either fasten low or high.

Buyers are going in heavily for rompers, a model that allows the pantaloon part to be changed by means of a system of buttons at the waist and which sells with an extra set of pantaloons, is very much in demand.

The Reputation for Novelty Lines

Explains why one firm may have greater success than another in this kind of business — Productions must have confidence of house and of salesmen behind them — Merchants are inclined to be cautious, but will always consider the good seller.

BOILED down to first principles, fashion changes are made to extend the sale of extra goods, to create uses for numberless fancy accessories, and to influence the call for a greater yardage of expensive materials and trimmings. For it is not in the supplying of the common necessities the opportunity for making money lies. It is in the trade that follows the supplying of the multiplicity of wants created by fashion that is money-making to manufacturer, distributor, and retailer alike.

MERCHANTS ARE CAUTIOUS.

It is the novelty trade that pays the big profits, and yet the complaint most frequently heard from the distributing end refers to the slowness with which novelties are taken up. And if one is to put faith in all one hears, the Canadian merchant is peculiarly cautious in this respect. In fact, one is led to suspect he is one with his class in other climes. He follows his lights and exercises discretion, for he knows that to be caught too often with goods that won't sell, spells loss and perhaps ultimate disaster.

In sifting down the complaints it would seem as though the attitude of the traveller towards novelties was a vital point in their acceptance or rejection. Also, incidentally, this attitude has much to do with the making or marring of the reputation of the firm as a first class novelty house.

Why is it that when one firm shows some new departure to a buyer through its representative, it is always turned down, only to find that the man representing another house has secured a good order for the very same article.

REPUTATION IS THE REASON.

The real reason is that one firm has the reputation for putting out novelties that prove to be good sellers. In other words, they keep in proper touch with the leading fashion centres and make use of their knowledge. Their travellers are properly instructed and have faith in the goods they are sent out to sell.

On the other hand, though showing in advance neither the firm nor its representative had any real faith in the goods they were selling, and they passed on their own lack of confidence to the man buying. Houses of this class will tell you novelties don't sell and will allow travellers to pack samples of the new things away unshown in a corner of their trunks until they become easy sellers. Consequently the merchant never looks to them for the new thing and if they do happen to have it, even if they are the first to show it, very often turns them down.

Many such firms build up a big business, but it is by giving big extra values that it is done. They often become popular price houses, and make money because of the big run of goods through their factory, but they have not the standing in the trade with the man that knows.

SALESMEN MUST KNOW STYLE TENDENCIES.

The house that is after novelty business has to carefully watch and instruct its travellers. Salesmen must know the new tendencies, what they are and how arrived at, and their possibilities and limits of influence. Once this knowledge is gained it is comparatively easy to push the new line. Once a travel-

ler sells a house novelties that are trade-builders and profit-makers, the buyer will look for him and follow his advice in the selection of subsequent goods and not until this happy state is arrived at will the merchant follow the traveller's advice and listen to his recommendation.

One thing is sure, the traveller who sells novelties is not out after easy money, he has ambitions and is making an enduring place for himself and a solid reputation for his firm.

Whitewear for January Sales

How fashion changes promise to affect the 1913 line — Garments must conform with outer garments

Travelers will soon be on the road with the new sample line of whitewear for December delivery for the January sales in 1913, therefore it is well to consider the fashion changes that promise to affect the wearing of under garments.

Outer garments still fit closely and there is in spite of all changes absolutely no departure from the slender hipless figure. Therefore, the bulk of the under clothing is reduced to a minimum, and must be perfect in cut and fit, so as not to affect the appearance of the gown or suit. And all this has to be accomplished without any undue interference with the personal comfort of the wearer.

The great popularity of the brassiere is responsible for an increasing sale of drawers. Brassieres now do duty as the corset cover, and therefore there is less call for the drawer and corset cover combination.

Princess slips promise to be more worn than ever. Buyers are finding that the larger waistline must be allowed for, and the new models are on straighter lines and have additional width from bust to hip. Due to the slightly increased width in the dress skirt, more petticoats will be sold. The petticoat width is as scant as possible. The cut is straight and no frilliness is permissible.

All whitewear is fashioned of soft sheer materials, and the slender outline and flat trimming effects are the big features. Bands and insertions are the most used trimmings, and edges are narrow and put on with little fulness. Embroidery is always used, but the better garments are more often trimmed with hand machine motifs than with handsome effects in Swiss. There are some grades of whitewear where embroidery trimmings are always imperative.

The new whitewear will be especially interesting because there is a greater use than ever made of novelty laces, and it is safe to say that never yet has there been a season when the once-much-used Valenciennes has been completely eclipsed. This applies of course only to whitewear. The Vals. that are used are delightful, showing a big range of patterns adapted from pillow and needle laces,and this quality promises to lift them into favor before the advent of another year. Torchons and Clunys are in immense vogue. These laces are particularly liked because they wash and wear so well.

For the high class city trade there is an increasing demand for silk under garments. Crepe de chine is particularly favored, as this fabric wears and stands the wash better than any other silken material yet introduced.

Handsome Coat Fabrics

Chinchillas and wide wale diagonals are prominent — Some successful Fall displays

It is a case of the material making the coat this Fall, and truly the new materials are so handsome and so attractive that the coats made from them are bound to take. This has been found to be the case in the city stores where showings have already been made. The cool weather has also had its influence and the new coats have been sold for motor wear. One feature that makes for present sale is the light weight of the new fabrics. They are heavy enough in appearance as all the cloths used are rough and shaggy, and they are also decidedly comfortable, and quite warm enough for cold weather wear.

Chinchillas, heavy diagonals, boucles, ratines, zibelines, and blankets are all in evidence, and mixture effects are in the lead. Heather mixtures with tan and nut brown predominating, dark and light mixture greys, and two-color effects in diagonals and vertical stripes generally black and a color being used. Lumbermen's checks in blue and black particularly are coming to the front.

The coats are cut on straight lines and half belts are much used. Occasionally velvet or fancy fabric is used for the collar, but as a rule the only trimming needed is the wide or tucked seams, and the handsome matching buttons.

Novel over-lappings and models of fastening at the front are a new feature.

The London Feather Sale.

There was a fair amount of competition among buyers at the recent feather sales in London, Eng.

The amount catalogued was 115,000 pounds, against 112,000 pounds last sale, and 103,000 in May last year. The continent again was the chief buyer, but America took a good amount, and the home trade more than for some time past. The feature of the sale was the decline in good and fine wing feathers, especially in whites, of which there is as usual, a big supply at this season. Higher prices were paid for all sorts of common feathers, more especially for inferior feminas, spadones and short blacks and drabs.

DRESS ACCESSORIES

THE BUYERS' VIEWPOINT

Indications Point to a Good Season in Better Priced Lines—Braids and Cords for Trimming Purposes are assured on extensive use on Fall Garments.

Many New Styles in Jabots are Making Their Appearance—Malines Ruffs in Varying Widths will, it is expected, be Much Worn.

New neckwear styles favor soft, gauzy materials — Great variety of models suggested by Robespierre effects — Period of frills and flounces predicted — Venise, Irish point and Bohemian are favorite laces — Pique and ratine fashionable — Features of New York market.

THE new neckwear is exquisite, and as soon as the season opens it is expected that there will be a perfect craze for it. This is what is happening in Paris, as neckwear is the most prominent feature there at the present time, and to be seen there and not be wearing some sort of lace neck dressing marks one as a stranger to all that is latest and most prominent in the new modes.

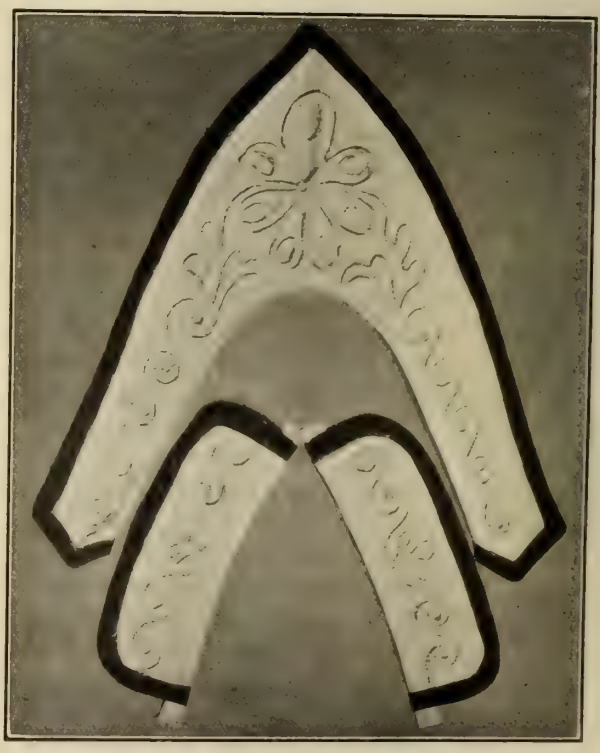
The new creations are, as a rule, fluffy and filmy, and are made of the most transparent of nets and the lightest of shadow laces. There is no limit to the dainty novelties shown in ruffs, frills, jabots, and collars. The Robespierre models are in first prominence. They contain a new and fresh style idea, and one that lends itself most becomingly to development in a great variety of models. There is promise of a revival of a period of frills and flounces and therefore every gown will need as a finishing touch an application of frills of net or lace.

Malines ruffs are to be largely used and are showing in varying widths. Feather boas are to be worn and ostrich and marabout are showing in combination and in many new effects.

It seems as though it were not possible to show any novelty in jabots, but they are here, and are also attractive and distinctive. Many new styles and lengths are seen and they are expected to be good as they will be worn in mid-winter when furs take the place of neck ruffs and fancy collars.

Venice and Irish point are special collar and cuff laces, but Bohemian lace is the one fashion is talking about. It is hardly likely, however, that it will supplant the one first mentioned.

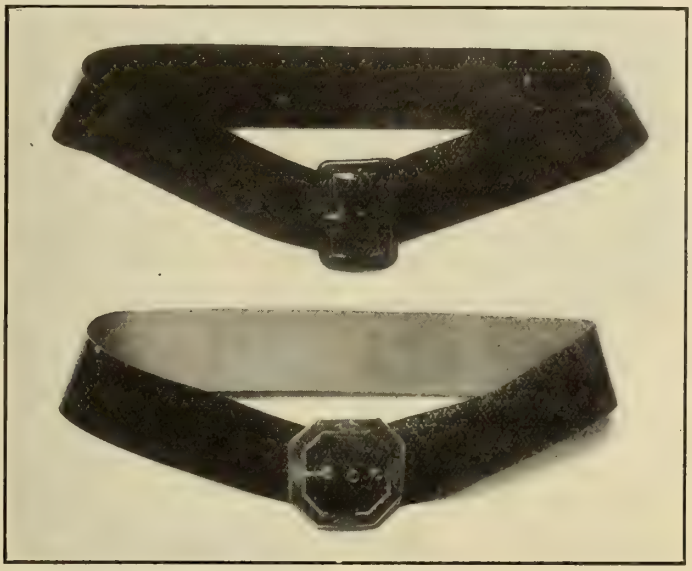
Pique and ratine are two fabrics that are not to die out with the passing of the summer—at any rate in neckwear. Flat collars of various kinds showing heavy hand-embroidery in color and with scalloped button-holed edge to match, are showing for wear with the winter's tailored dress. Large coat collars with cuffs of pique to match, show embroidery designs worked out in eponge. There are cuffs to match and often a narrow binding of black satin



Handsome coat set of white pique with heavy ratine embroidery. A fold of black satin, with a piping of fuchsia red finishes this collar. Owing to the difficulty of photographing colors this effective piping does not show. Shown by A. and T. Hall, Toronto.

BELTS BAGS

SOME TRADE PULLERS



STYLE FINISH VALUE

No. 4736—$2.25 Doz. Double-faced Patent, Black or Red.
No. 4738—$4.00 Doz. Patent Leather, Black or Red, with New Inlaid Buckle.



No. 688—$8.50 Doz. Seal Grain Leather with Ticket Case.

Letter Orders Promptly Attended To

Order By Number



No. 690—$13.50 Doz. Vanity Bag of Fine Long Grain Leather, with Ticket Case, and Finished with Metal Trimmings.

See Our Entire Range for Fall

MANUFACTURED BY

FLETT, LOWNDES & CO., Limited

142-144 West Front Street, TORONTO

headed with a piping of bright contrasting color such as national blue, fuchsia, Callot green or the new coque de Roche is seen.

Heavy Laces Fashionable

Indications point to demand for better priced goods — The new rose designs — Bohemian and shadow laces.

Everything points to a big fall lace season and another gratifying feature is that it promises to be done in the better-priced goods. Though the lighter laces will be wanted for trimming evening gowns, the fall costume of charmeuse or satin, the heavier laces will be most fashionable. Another feature will be the increasing sale of ecru, Paris and old lace shades, as these tints blend better than white with the dark shades to be worn this autumn, as the contrast formed is less startling and more artistic.

The new Rosaline lace is predicted to be a strong seller. This particular pattern shows a rose design brought out in high relief against a back-ground of flat Venice. Various forms of Venice, copied with the greatest exactness from old lace patterns, are in high favor, not only in bands but in the pointed or Vandyke effects.

Macrame has appeared again and this time the patterns are borrowed from those of the new Bohemian and Russian laces.

Shadow laces will be used in abundance. Quite a demand is springing up for Chantillys in shadow patterns. Wide Venise bands showing black ecru and white in combination are another novelty. In spite of the big run there has been on Cluny the outlook for this lace is decidedly promising, though not so good as it promises to be for the spring of 1913.

There are indications abroad that point to the freer use of braids and cords in the coming season. Cords are used in military effect on the fronts and for the fastenings of many of the new suits, and there is considerable use made of silk military and fancy braids.

For costumes and for high class suits there is a growing vogue for smooth-faced cloths, and when cloths of this description are worn, soutache braid is always used.

Dressy three-piece suits and smart tailored gowns of cream or pale fawn face cloths are making their appearance. Soutache trimmings are used not only on these suits and gowns but gowns of charmeuse and satin and evening gowns of net or chiffon are also trimmed with soutache. These trimmings take the form of floral and scroll designs the well known Greek key being one of the best.

Gold or silver is sometimes used on white, but self-colored effects are better liked. Silk soutache is also to be much used to form loops and button-holes on dresses, suits and lace and silk blouses.

The trimmings that promise to be most in evidence are the bead embroideries. But cut crystal beads are lavishly used on dresses of chiffon, net or soft silk. Typical of the mode was a dress just imported. It was of rose satin veiled with very pale pink chiffon, trimmed with bands of cut crystal beads patterned with small pink roses made of beads shading from white to deep pink and with foliage in the natural tints. The bead embroidery appeared on the waist, and a touch of contrasting color was gained by the use of a sash of nattier blue moire ribbon the ends of which carried the bead motifs. Another gown of pleated smoke grey chiffon over pink had an over-drapery terminating under a panel at the back elaborately embroidered in cut crystal beads, some of which were oblong in form. Individual robes of chiffon come with exquisite bead embroideries both in cut crystal, pearl, jet and gold and silver, or done in colored beads in floral devices showing the natural shades.

To arouse additional interest in their Toyland a Toronto store is holding a doll dress contest for which the prizes are a diamond ring, a sewing machine, solid gold locket and chain, gold bracelet, child's Dresden tea set, French dolls, etc. There are five classes in four of which the dolls are to be dressed entirely by the competitor, and the fifth is for the best dressed doll of any kind owned by the girl who shows it.

The Robinson Co., Napanee, by way of introducing the Fall season, devoted one-third of their four-column advertisement to a snappy compilation of style notes on features in new garments and accessories for Fall and Winter.

How Goodwins Limited, Montreal, emphasize in their advertisements the desirability of early shopping: Best sales hours—The very fact that it is hard for you to get down to the store at eight in the morning really makes for the reason why such an hour is the best for a sale. Crowding a sale on after 10 for instance, can't help but more or less cripple our regular service, which is not to the best interests of our regular customers.

Veilings, Malines Chiffons Scarfs, Nettings Hairnets, Laces

For the Wholesale Dry Goods And Millinery Trade Exclusively

WE are manufacturers of these articles and carry our lines in stock at all times. Therefore, we can offer an exceptional proposition to the wholesale trade.

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We carry in stock
CHIFFONS
NETTINGS
MALINES
and LACES
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We Do Not Sell to the Retail Trade

To Wholesale Buyers attending Toronto Exhibition, we extend a hearty invitation to visit our show rooms.

NOVELTY IMPORT COMPANY

76 Bay Street, Toronto

Factory: 12 Place de la Martiniere, Lyons, France



DRESS GOODS and FABRICS

Features at Paris Openings

The leading colors are maroon, seal, navy and black.

The leading materials are velvets, plushes, velvets with brocaded satin figures, satins, charmeuse and chiffon. Ratine, serge, and velour de laine are the leading woollen fabrics. Satin skirts are worn with velvet coats.

Higher prices indicated in wool fabrics — Mills are booked far ahead and are not up to time on deliveries — Increased consumption due to demand for better grade fabrics — Satin-finished Charmeuse the novelty silk — The recent cotton advances

PRICES are very firm and every indication points to higher values in the near future. This is due to the large consumption of wool, as the mills are undoubtedly using more wool than ever before in the history of the trade. The chief cause of this is the call for better grade materials as cloakings and other fabrics that are all wool are being produced in large quantities. Yorkshire mills are busier than they have been for twenty years, and there is an increasing demand both from the colonies and the home market. Only the firmness in price may have a tendency to make new business slow.

Already manufacturers are complaining that the price of the finished article is not on a parity with what they are paying, and as they are well supplied with orders they are holding out for advances. The only fear expressed is in case values advance too steeply as high prices are always a check to business. Should advances continue reasonable, there will be no trouble as the consumer is well able to pay a few cents more a yard.

The question of deliveries seems to be a more serious one in the Canadian market than that of advancing prices. Mills everywhere are fully booked up, and in many cases are booked months ahead of their orders, and are far behind in their deliveries. This delay is further aggravated by inadequate transportation facilities on this side of the ocean.

Serges are staple, and as yet there is no falling off in the demand in spite of the immense quantity of this fabric that has sold during the past few seasons. With serges as the keynote, all the novelty tendencies favor, strongly, cord and rib effects. All diagonal weaves are very much in evidence, both in subdued mixtures and in rather more pronounced two-tones of which black is always the basic color. Browns, dark tans and bronze greens are very much to the fore, and in novelty colors black and red, combined with red, and black with national blue are well in evidence.

These mixtures and two-tones are being shown in very wide diagonal effects with a very pronounced raised wale. These cloths have had an instant success, and point the way to the novelty cloths of the later season. This applies just as strongly to cloakings as to suiting fabrics.

Soft-finished Silks Favored

Charmeuse, metor and crepe de Chine are leading — Moires, cord silks and velvets and plushes important in trimming lines

It would seem as though the position of silk fabrics was assured for the coming season and that the supremacy of satin finishes was definite. The new

comer in this class of fabric is represented by charmeuse, crepe meteor and crepe de chine. The fact that drapery and pannier effects are so extensively shown is responsible for this introduction as this crepey class of silk drapes without adding width and bulk. But silks of this class by no means cover the demand, though they are shown in both plain and brocaded effects.

The range of silks for the season that is now opening is an extensive one. Soft satins and messalines are all competing for favor, and are strong in all lines. Moire is indicated for millinery purposes, and cord weaves are extensively employed for trimming purposes and for evening cloaks and opera wraps. Such silks as Ottomans, faille silk, poplin, warp cords, and twills, many of them in two-tone and shot effect are showing. For evening wear, chiffons, ninons and, to some extent, silk voiles and marquisettes are to be used. There is increasing evidence that the combining of two silks in the one costume is to be favored. The body of the gown is, as a rule, of plain silk with panniers or an overskirt of brocaded or fancy silk. Suits, too, are being shown with satin skirts and coats of velvet or plush.

Plushes, plain and fancy velvets and clever imitations of furs are to be used for trimming purposes. Velveteens and fancy cords and corduroys are in big demand, both for dresses and suits.

Firmness of Cotton Prices

Recent fluctations have not influenced the fabric market so far — Producing costs are higher

It is hardly to be expected that the recent drop in raw cotton and the increasing possibilities of a large crop should escape without comment. The present fluctuations have yet to be proved other than speculative, and moreover the conditions of marketing preclude an instant reflection in the fabric market. The fact is that recent advances were largely due to other causes than the price of the raw cotton. Labor is demanding an increased reward, and in consequence the cost of manufacturing is higher. Moreover, jobbers and large buyers are placing orders in a great quantity for better grade goods and high priced fancies. And on these lines prices are determined more largely by the cost of production than by the price of raw cotton.

Such fabrics as poplins, crepes, voiles and piques are being taken in fair volume. Jobbers are also placing orders for cotton dress fabrics on the corduroy and welt order, and there is some demand for novelties along the line of silk stripes. Better qualities in dress ginghams are being taken more freely than the cheaper grades.

Feature Spring Dress Goods

THE September 4 number of Dry Goods Review will contain, among other special features, an illustrated fabric section describing the new weaves for Spring with reliable forecast as to preferred colors and the selling importance of each. It will be of great

Practical Interest to the Fabric Buyer.

KING'S
Established 1775
Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers
for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect
Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS
They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

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Canadian Representatives:
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210 St. James Street - - Montreal



Novelties for the sorting trade — Good sales of blazers and Norfolks that have just been featured — Displays of Spring lines early in September — Merchandise men taking advantage of novelty this year and depend on leaders for Spring sales

THE general response given to knit goods merchandising by the decision of manufacturers to show seasonable ranges of sweater coats and novelties to the trade twice a year, is an indication of the confidence of merchants and buyers in the coming season's business.

Buyers are in the market and early sorting is now being completed. Assortments of staple garments for all sexes and ages to meet the demand for suitable cold weather apparel and the addition of numerous novelties for the holiday trade give an assurance of a large season's turnover. The present conditions show all kinds of knitted goods in excellent request. With the increased buying of most stores, earlier and more satisfactory delivery and the advent of the season's high novelties in blazers and Norfolks the business prospect looks like a harvest for retail knitted goods sections this Fall and Winter.

The latest departure of Norfolks and blazer sweater coats has been well taken in those numbers featured for this season. Successful sales are reported and merchants are finding that popular numbers featuring style, correct tailored outlines, fit, finish and color combinations are to be just as successful as anticipated.

SHOULD KEEP UP THE VALUES.

Values at $27, $36 and $42 dozen are selling in the larger stores and by opening time the demand will be general. Those color combinations with white in both medium and wider stripes are taken more for their conspicuousness than anything else. Some cheaper coats are selling at $2 retail each, but as the sales of blazer garments are to be a seasonable fashion fad no mistake can be made in keeping up the values, prices and showings so as to ensure a larger profit and take advantage of newer numbers for Spring merchandising and later leaders. If the novelty is to last only a year as predicted, medium-class trade will be later and on the lesser price numbers for Spring retailing. The number of styles now shown, being limited, the increased novelty of Spring numbers in course of preparation, the position of the mills on one hand having all the orders they can handle on regular Fall lines and the fact that retail departments have to consider goods on the shelves or coming in, are also sufficient to warrant making these newer novelties leaders in style and price while the better demand lasts. Next Spring is time enough to merchandise on the leaders ready.

Domestic departments can make more money by giving more attention to detail in collars, appearance and fit with proper weaves and color combinations. The argument that the vogue will be short-lived because the garments are loud is not being verified. The first sales in larger stores and garments seen on the streets are high-class. Lighter colors are favored by the younger set. To sacrifice novelty for value is shortsighted if the full sales benefit is to accrue next Spring.

NOVELTY FIRST AND LEADERS LATER.

Additional lines in newer styles being prepared for next season show that manufacturers intend to develop their ranges with a view to novelty first and leaders later. The growing request for Norfolks and the disposition of the trade for a renewal of this style in seasonable combinations and new weaves is indicated by the selling ratio of novelty and sorting Fall lines and later samples offered in Spring sets.

Doubling the number of trips to the trade and confining samples to fewer numbers in season permits merchants to cater more closely to actual requirements of the community. Dividing orders enables manufacturers to make shipments promptly and the confidence of this move and the stress laid on this point is a new departure in knit goods delivery.

TRADE MARK AIRYWEAR

THE HARVEY MESH

With a Million Tiny Ventilators

is the coolest fabric known to the underwear trade.

Every "AIRYWEAR" union suit has over a million open air pores which act as ventilators.

"AIRYWEAR" FOR MEN

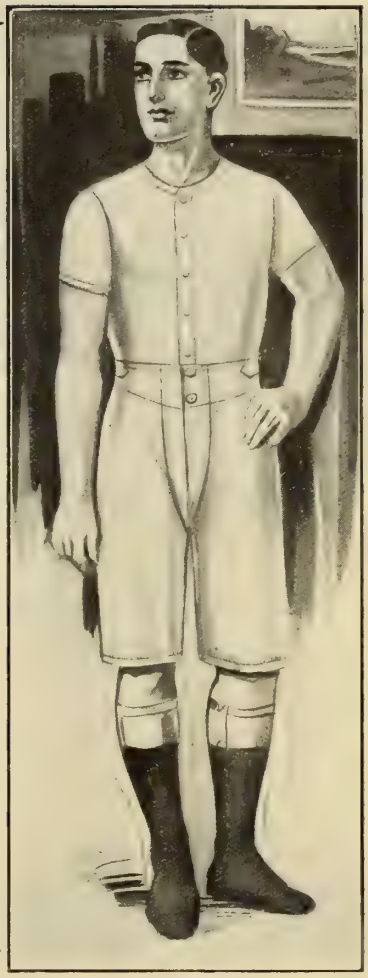
See our famous porous "BIRD'S-EYE-ILET" knit fabric and elastic knit.

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Harvey Knitting Co., Limited

WOODSTOCK AGENTS: ONTARIO

Maritime—F. S. White, St. Stephen, N. B. Quebec—P. de Gruchy & son, 207 St. James St., Montreal. Ontario—J. E. McClung, Toronto, Ont. Manitoba & N. W.- S. Groff & Sons, 290 McDermott Avenue, Winnipeg. Britis Columbia—Allen & Lang, 601 Welton Building, Vancouver.



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THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially



A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

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Live merchants all over Canada are getting a large share of the boys' business by selling the most popular line of boys' hosiery.

Dominion Brand Hosiery

gives thorough satisfaction to the parents, and pleases the boys. This accounts for the large sales of this brand. Write for samples.

A. BURRITT & COMPANY

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There is satisfaction in every stitch of

"ITALIAN SILK"
"PARAGON"
"ECLIPSE RIB"
"EXCELSIOR"
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HOSIERY

Your customers will ask for these brands again for THE WEAR IS THERE. Your Wholesale House can supply you.

Thomson Knitting Co., Manufacturers, **London, Ont.**

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THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

"King Quality" The HOSIERY HOUSE of Canada "Queen Quality"

Our travelers are now on the road for Spring 1913 with—KING QUALITY MEN'S HALF HOSE and QUEEN QUALITY HOSIERY & GLOVES for women and children.

The lines throughout are most interesting and it will pay you to wait for our representative.

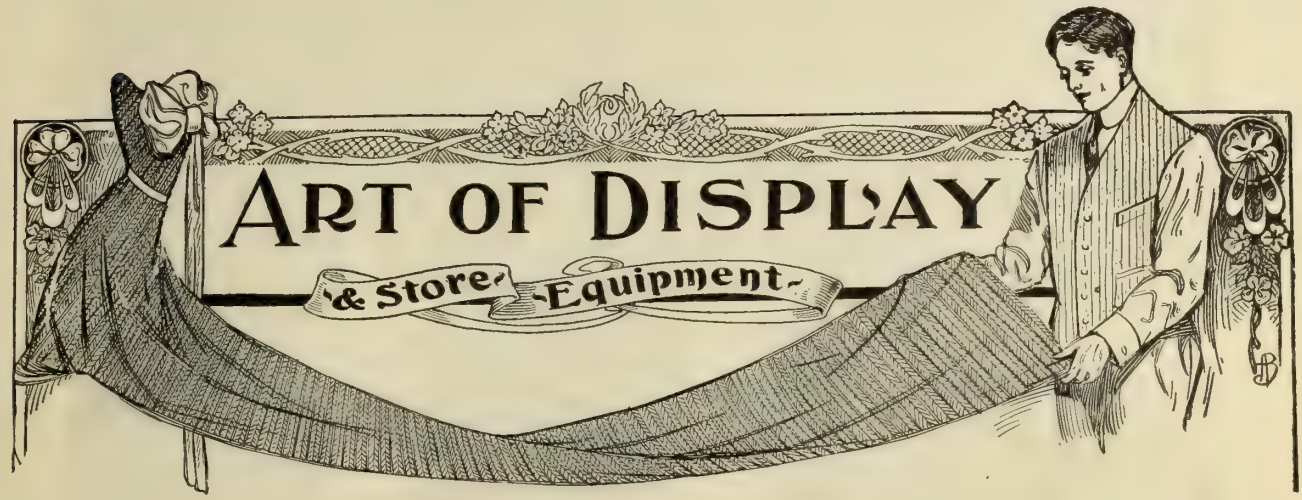
MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.



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The Review is the Official Organ of the Window Trimmers' Association



The Kind of Men Decorators Should Be

Jerome A. Koerber, at Window Trimmers Convention sums up the requirements of the craft — Should have the stock of his store at his finger ends — Must be able to handle delicate materials in a delicate way — Other observations by one who has started many young men on successful career

COMING from a man who is constantly listening to the call for good window trimmers, and who, probably more than any other man in America is conversant with the requirements of that section of the advertising department in stores large and small, the address given by Jerome A. Koerber, of Strawbridge & Clothier, Philadelphia, at the convention of window trimmers in Chicago should appeal alike to the ambitious young man and to the merchant who employs him.

Mr. Koerber regards store and window trimming as one of the greatest professions. Art and skill are essential to it, as well as great possibilities of compensation for men who apply themselves. Many such have advanced to merchandise men, general managers and proprietors.

"A natural leaning or aptness with a strong determination for the business, are among the first principles," said Mr. Koerber, "but once satisfied that he would be happy in no other line, a young man ought to go about the decorating business as one would go about studying any other profession where tact, ability, taste, etc., are needed and developed. If a young man is going to study law he gets law books and works alongside men who know. He is alert, developing in himself a power to reason, to come to conclusions, to make decisions and all the things that go with the business.

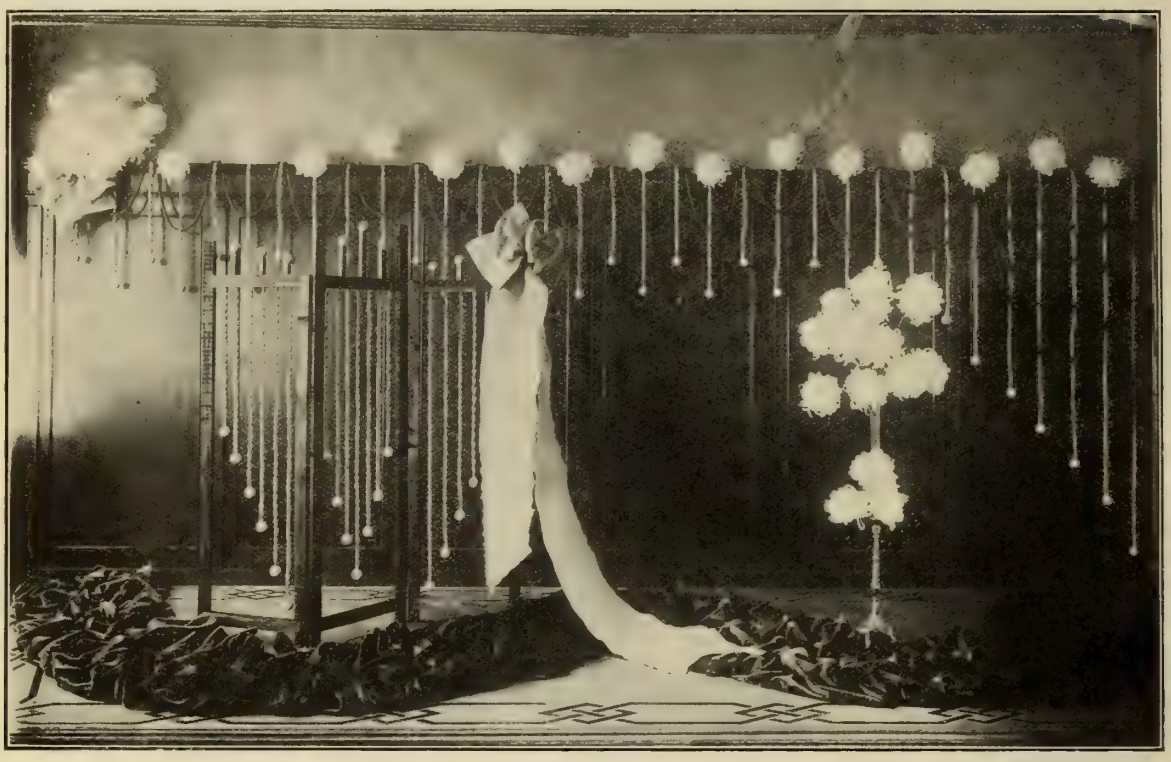
"So with the decorator. He has decided upon this line as his vocation. The time in a young man's life is very important when he selects his life work. I conclude this from my own experience, some of which I shall refer to from time to time in my talk.

When I was starting out.
The kind of shop I was in.
Trimmers about me.

One of the first things is—gather a *general knowledge of merchandise.* To know the various lines of goods, the qualities and uses of same. Suppose a trimmer goes to the lace department and sees heavy and fine laces. It is only natural to inquire about their names. Thence, he goes into yard materials, for instance, cottons. He learns to know a cotton voile from gingham, Madras from linen. Then he remembers that the heavy lace he saw would go well on the heavy cottons as a trimming. So he learns to creep, later to walk, and then runs in the business.

"While this is true of the beginner, we wish to say a few words under the heading, *General knowledge of merchandise.*

"This means, when he handles goods of any description, the trimmer knows what they are and their uses. A man is at sea if he does not learn the general quality and uses of goods. This takes more than a fortnight, but it is indeed deplorable to meet men who have followed the business for some time and still have no knowledge of the nature of certain merchandise and have less respect for its fine and perishable nature which is evident by the way goods are handled, while being displayed, and by the mussed and soiled condition in which he returns them to



Suggestion for Fall Background.—This illustration is a suggestion for setting suitable for various lines of merchandise as an opening display. Chrysanthemums are used as the principal decorative feature. These chrysanthemums may be home made or purchased at a very reasonable figure from houses who make a specialty of window decorative materials. The screen is made of frame work. The sections are made of crape paper twisted, with a gold bronze ball placed at the end and hanging there in graduated lengths. Festoons of this crape paper twisted are also shown across the background. Large bow made of crape paper, same color as the chrysanthemums, is tied to one end of the screen. The color scheme of background was yellow and green. A piece of green velour to harmonize with the green used in the rope is puffed loosely across the floor.

stock, forgetting all the time that he is making or marring his reputation as a decorator.

"Let us spare a moment and run away from the subject. Put yourself in the place of the buyer in silks and dress goods or, further jump the counter and put yourself beside a salesman—who has to meet fine trade, who knows what the customer wants or may be won to decide on the material shown in the window last week. But, alas! the careless decorator has spoiled it and it may harm the sale to draw the fabric from the shelf. So, buyer and salesmen feel keenly the careless handling of goods given the decorator.

"To return to our subject—the absolute necessity of the trimmer learning merchandise and adding to this information constantly so he may progress in this part of his work and his judgment be sought after by the merchandise man.

"An example. The decorator, with one of the members of the firm, passing down the main aisle of a department store, discussing matters in general, stop at a display at the end of a dress goods counter where the card reads "special value", the boss turns to the decorator, saying, 'What do you think of that special?" The decorator sees before him some goods which he knows are popular. He notes the colors, runs his hand over the cloth, feeling the quality, and in one sentence announces his decision immediately: They are all wool, a good range of shades, the price is attractive, and I will help to make them go.'

"So it is all over the store. A general knowledge in all lines is essential to success.

"Now, if all stores handle the same qualities of goods, one could easily speak more specifically, but stocks vary in the different establishments, some catering to exclusive trade, others to medium, and others to decidedly cheaper trade, and in all these cases the decorator is called upon to make the displays.

"So it leads us to this phase of the business, namely, *study your stocks well* by going over each department, picking up all the information possible, learning the scope of quality, patterns and styles so that the mind is so furnished that a trimmer may draw on his memory. If it is a question of accessories needed, he knows just what is obtainable from stock. The more exclusively and thoroughly the decorator studies, the better furnished he is to produce the best



2 O'clock and Not Half Done

Isn't it a fact every time you trim your windows you find it a tiresome task?

Do you know you can simplify this work—shorten the time—make more effective and better paying window trims and turn the task into a pleasant one?

Simply by Using

ONKEN INTERCHANGEABLE WOOD WINDOW FIXTURE YOUNITS

(Patented 1911 in the United States and Foreign Countries)

NOW—Read This One—ONCE

MILLER BROS.,
General Merchants, Stony Plain, Alta., Canada.

P. O. Box 24, Stony Plain, Alta., Sept. 10, 1911.

The Oscar Onken Co., Cincinnati, O.

Gentlemen:—

Please send us another set of the No. 4 ONKEN Wood Window Fixture YOUNITS. We have more windows to trim, and therefore can use another set.

Since using the first set you shipped us for about two weeks, we have concluded not to use any other make of fixtures, as we feel there are none like yours.

They are easy to set up and can be used for the different kind of merchandise we handle.

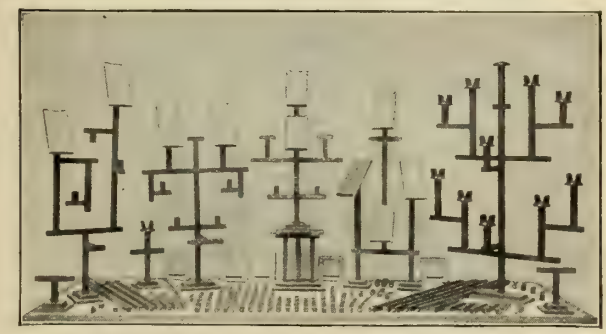
We would not be without the 2 sets for anything.

Yours very truly, MILLER BROS.

I Make Sets For The Following Lines:

Set No. 2, For Dry Goods, Men's Furnishings and sundry windows, Full Set has 203 YOUNITS, Price **$42.50** net
Set No. 2½, For Dry Goods, Men's Furnishings and sundry windows, Small Set has 100 YOUNITS, Price **$21.00** net
Set No. 16, For Women's Dress Goods Windows, ... Full Set has 36 YOUNITS, Price **$35.00** net
Set No. 4, For General Store, good for dry goods, shoes, clothing groceries, hardware, etc., ... Full Set has 110 YOUNITS, Price **$28.00** net

Freight and Duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the southern Canadian Border. Shipments made at Once. Every Set Absolutely Guaranteed.



THE FULL SET

The above illustration shows entire set of **No. 2 DRY GOODS YOUNITS** comprising **203 YOUNITS** to the set. There are 10 display slabs made of well-seasoned oak lumber. All slabs are fitted with tilting metal adjustments on back and front for holding them in different positions. The remaining 193 YOUNITS consist of BASE BLOCKS, UPRIGHTS, CROSS ARMS and EXTENSION YOUNITS, in assorted lengths and sizes, which will enable you to make **HUNDREDS** and **HUNDREDS** of Window Trims and as many odd and standard fixtures.

YOU NEVER NEED A TOOL.

Finish Made of Select Oak in three stock finishes—Weathered, Golden and Antique Oak—all in a soft, mellow waxed finish.

Storage Chest Each set is put up in a hardwood hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs, showing large-size trims made with my YOUNITS, sent free with each set.

THE OSCAR ONKEN CO.

Established 32 Years

767 Fourth Ave.,
Cincinnati,
Ohio, U.S.A.

Order through jour JOBBER or DIRECT.

The Oscar Onken Co., 767 Fourth Ave., Cincinnati, Ohio.
Send me your Window Fixture Booklet.

Firm .....
City .....
Business .....

24

Please mention The Review to Advertisers and Their Travelers.



The above setting makes an exceptionally pretty and very attractive background for Fall displays. In this instance it has been used to display fall silks. The grape design on background is made of compo-board gilded; the veins in the leaves and the shading on the grapes being worked in with crayon. If desirable the leaves could be painted with the dark green metallic paint, with the grapes in the deep blue and the band in gold. The show card used in this display is of a similar design to the background as to color and form.

displays from the quality of goods displayed and every store wants to have the best front, except when bargains or specials are coming off. Then show sales are made.

"To illustrate need of stock study. A ladies' suit window is to be placed. The decorator has been in the millinery department and has seen the hats that just blend with the suits and dresses. He has been in the leather goods department and was shown those new arrivals, hand bags, or other things that would aid the display. The veiling department has been visited and he saw some snappy novelties, or he requires parasols or umbrellas according to the nature of merchandise. He knows just what to send his assistant for.

* * *

SKILLFUL HANDLING OF GOODS.

"We have already mentioned how a decorator exposes himself to severe criticism by thoughtless handling of merchandise so as to hurt their sale and decrease their value. He gets in wrong with the store force, while if discretion is used, he can commend himself to those with whom he must constantly do business.

Do not ignore the good will of others.
Do not show any selfish traits.
Handle merchandise as if your own.

"Now, apart from all the foregoing, if a house constantly suffers loss through the thoughtless and freakish handling of the goods for display purposes, the man immediately puts the craft in a bad light. The delicate goods must be delicately handled, and this will always be complimented by the buyer. So, with careful handling and proper assembling, the merchandise can often be so exhibited in artistic displays that almost unconsciously the standing of the house rises in the estimation of the public as the displays cater to and invite the attention of the better class of people.

"On the other hand, the constant breaks made in blending of colors, combining of merchandise and improper handling of same, speaks ill for the trimmer, and the house loses prestige and reputation. If style is in question one must be careful that it is correct; if color blending, be certain too. The window is the index to the store.

"So, in order to be well informed, a constant study of styles is going on with trimmers who are wide awake. If a man is in a store where the stock is not so large, he need not despair. Make good shows, or if you are in a large store with good big stocks, see your possibilities in each place. Trimmers bring into play their best wits to make and retain reputation.

* * *

ARTISTIC DISPLAYS.

"Now, a word about artistic displays. Here, we usually resort to the store's best goods and show them

BE SURE YOU VISIT US

We extend to every business man a hearty invitation to come in and investigate our "Daylight Lighting," how it is secured, and what it costs. Make us prove that Luxfer Prisms are the cheapest and best lighting systems to buy when you want more daylight in your factory, store, or office.

Remember to call on us when you come to the Exhibition. We are located in the Process Building.

LUXFER PRISM COMPANY

100 KING ST. W. TORONTO



Coming to Toronto?

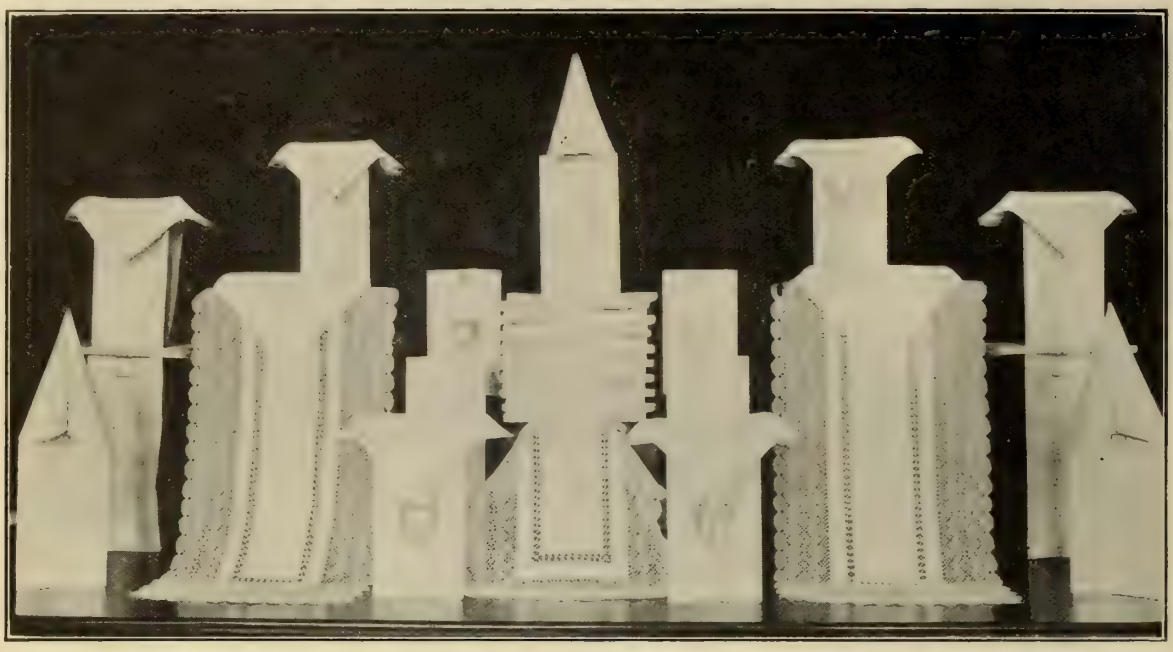
As usual during Exhibition days we will have many out-of-town visitors—merchant friends from different parts of the country.

We will be pleased if you make our showrooms your headquarters while in the city.

Any information may be had here—look us up.

DALE & PEARSALL

106 Front St. East TORONTO



Ledge Trim of Linens.—This shows a well balanced arrangement of linens which is suitable for a ledge trim or a small showing in the window. In this group two boards, the width of scarfs have been used. These boards are covered with a dark material, thus showing the patterns of the scarf to excellent advantage. These boards rest against pedestals on which the small unit is placed. The arrangement of the bolt goods is quite clear without further description.

in the latest new styles. We will suppose it is a window display of evening silks, where a few graceful forms are draped and some fine lace combined. Without the least fear these days, when modern methods are employed, the display can be made with no pinning up of goods in such a manner as to lose 20 to 30 per cent. of their value. This we have frequently done: put displays involving hundreds of dollars' worth of goods and not a dollar's loss sustained.

"Or say the window is to be fine linens. Here, many excellent combinations can be made and not only form attractive displays, but business getters.

"When we speak of artistic windows it is never with a sense of loss of the practical utility of the window. We are not in the business to make pictures, but to make business, to help sell the goods, and so we have come to the place where the position of decorator is one of great importance, especially when he understands his business. It remains with him to show his ability.

"Many of my most artistic windows were the strongest business creators.

The beginner.

The coming-up man.

The experienced man.

"This company divides itself into these three parts. Now, a word to each.

"The beginner has always had a warm place in my heart and I suppose it is because I have had the privilege of starting out so many in the business and because I started at the bottom of the ladder myself, and with a desire to learn well from A to Z. It was not like Topsy in Uncle Tom. She had no origin, but just sprung up without any fierce battles or hard work . Some are that way. They do not need the A. B. C. of the business.

"I decided to learn the business, and this, coupled with a person's natural inclination, will produce success. There are many good men in the business, and many openings. The business has risen to a place next the sister craft of advertising, only with many advantages.

"So I would advise young learners to get beside a man who is sure of what he is doing, who has a good scope of experience and will be able to guide you aright.

"To the man coming up. If thus far you have had the privilege of working alongside experienced, practical men, you have learned well the first principles. Now make for better information, using all the various channels of to-day so that you will continue well. Be always alert, ready to learn more, rise higher.

"And now a word to the men who have the responsibility to-day of managing a decorating department. May we not enlist your best efforts to raise our calling to the highest plane of efficiency, that we may commend ourselves more highly to merchants whether large or small.

"Let it be manifest that all selfishness is buried and that as we march on winning laurels reaching higher attainments, we are also ready to help the man coming up."

EXHIBITION ANNOUNCEMENT

To the many Dry Goods men who will be in Toronto during the Canadian National Exhibition, we extend a cordial invitation to visit our showrooms and see one of the finest lines of display fixtures made.

Toronto Brass Mfg. Co.
17-21 Temperance Street
TORONTO



Make Your Show Windows Speak A Good Word for Your Store

There is nothing too good for a display space of this kind, and you should make the most of the space. The money properly expended in this way will prove to be one of the best investments that you can possibly make and is well worth your sincerest consideration.

For authoritative counsel in display problems, write to

J. Clarence Bodine
Designer of Backgrounds That Bring Results

I can furnish decorative landscape panels, done in colors, to fit the season or occasion.

Studio, 854½ North State St., Chicago, Ill.
Phone Dearborn 752



Scenic Border and Stucco Relief Fountain.

Scenic *and* Plastic Store *and* Window DECORATIONS

are the very best things you can use for your Fall and Winter Displays.

Every up-to-date trimmer and merchant realizes the importance of following the styles in windows as well as fashions. All the great stores are now using scenic and plastic decorations in all their windows.

We are the only studio catering exclusively for window and store decorations, and therefore we realize more fully than anyone else just what the window trimmer needs.

The best way for you to judge of how helpful we can be to you is to get our beautiful new 1912-1913

Year Book

This book of over one hundred designs will be sent you absolutely free. It will illustrate the most up-to-date window designs, decorations, etc., that it is possible to conceive.

Write to-day for your Year Book

The CALKINS STUDIOS

64-66 East 22nd Street, CHICAGO



C.W.T.A. MEN WHO ARE DOING THINGS

"THE advertisement that gets results is written in the language that a good salesman uses over the counter — It pays better to describe one article well than to mention a dozen in a general way."

Thos. W. Armstrong, window trimmer and ad-man for Moore & Armstrong, Barrie.

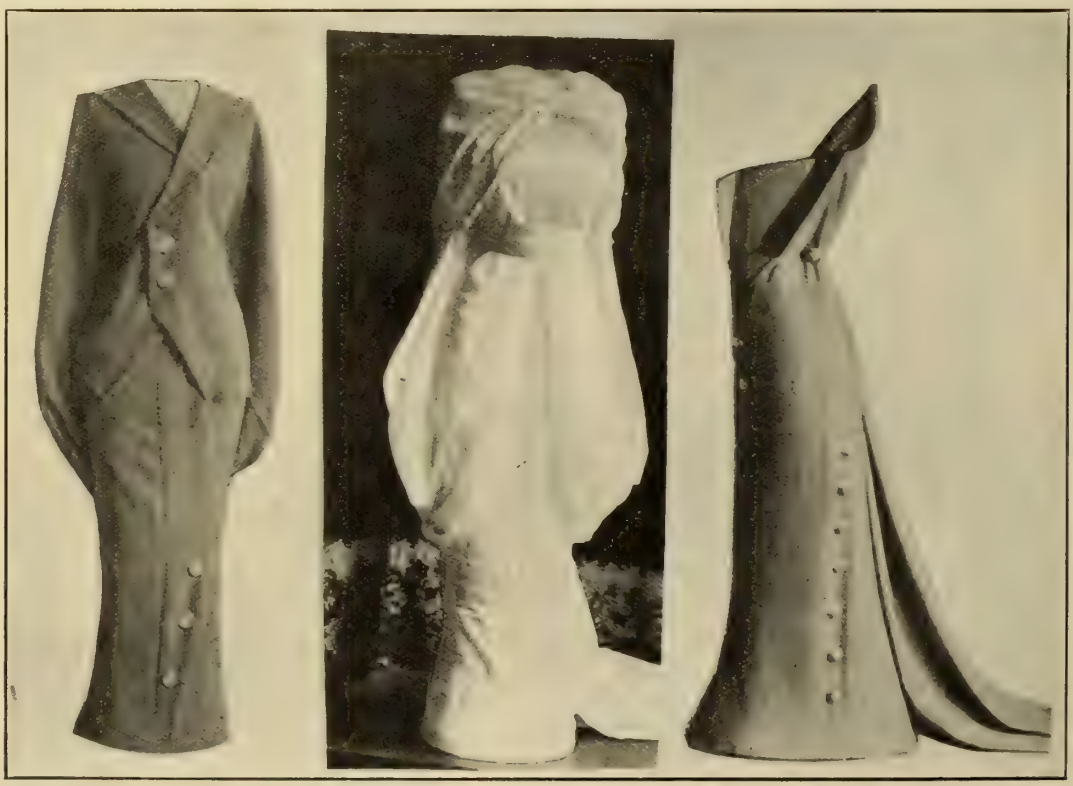
"LET the other fellow talk about the gentle zephyr and that kind of stuff." This sentence is not to be regarded as a sweeping personal condemnation of the poetry of nature, classifying the babbling brook, the sighing trees, the fragrant flowers and the weeping willows as so much "stuff," but a general appraisal of the value of these things for trade-pulling purposes in advertising.

The sentiment was expressed by Thomas M. Armstrong, window trimmer, card writer and advt. man for Moore and Armstrong, Barrie. He is twenty years of age and four years ago he started to work in a dry goods store, with no previous experience. It has not taken him long to arrive at the conclusion that the newspaper advt. and the display window are no places for the muse to browse unbridled.

"I believe in describing the goods and giving prices. This is the age of specialists," writes Mr. Armstrong. "Specialize in your ads. It pays better to describe one article well, giving the price, than to mention a dozen in a general way.

"Another thing: except on special occasions, cut out the flowery language in your advt. The advt. that gets results is written in the language that a good salesman uses over the counter.

"The window trimming attracted me from the start. I determined to follow up that end of the business, studied to that end, and to-day have charge



Drapes which suggest effect when made up in accordance with prevailing styles.—From left to right—drape of brown tweed on a mermaid form. Pailette silk on mermaid form, panier effect trimmed with lace and ribbon. Whip cord on half shell forms trimmed with velvet and ribbon. By T. M. Armstrong, for Moore & Armstrong, Barrie.

of the publicity department windows, show card writing and advertising.

"It has been our aim to show the newest goods in the newest way. In window trimming, before making any figure drapes, I first study the style book, choose a style, then copy it as closely as possible. If a woman can get an idea what a piece of goods will look like made up, it means half the selling. It pays for a man to spend time and money on his windows. They are the best possible advertisement for the store, and if well trimmed are a great selling factor. Keep your windows clean, don't leave any loose papers lying around. It makes all the difference in the world.

"In writing show cards I have found out that, for ordinary use, the plain black and white ticket is best. It is all right to use some fancy touches for special displays, etc., but the readable card with a neat inscription, sells the goods.

ARTIFICIAL FLOWERS OF EVERY DESCRIPTION FOR

WINDOW TRIMMING and INTERIOR DECORATION

Three of Our New Fall Designs.
We Have Many Others.



No. 0109—THISTLE SPRAY, made in five colors, red, green, lavender, tan or white. Price, $5.00 per doz.



No. 503—CHRYSANTHEMUM SPRAY, made in any colors of flowers and beautiful Autumn leaves, size 30 inches long. Price, $2.75 each.



No. 0110—FOXTAIL BRANCH, made in green or yellow. Price, $5.00 per doz.

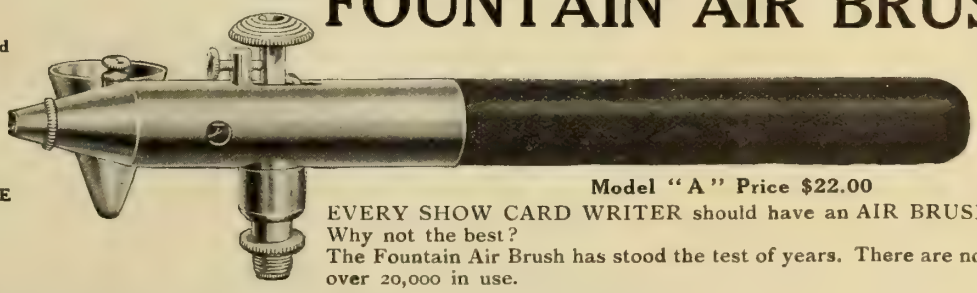
Canadian made goods at prices that defy competition.

No fussing over duty or custom delays when you buy from us.

The Canadian Flower Manufacturing Co., 198 ST. PAUL ST. **Montreal**

THE **FOUNTAIN AIR BRUSH**

The Standard Air Brush of the World.



The original Pencil shaped Air Brush.

SEND FOR CATALOGUE R-63.

Model "A" Price $22.00

EVERY SHOW CARD WRITER should have an AIR BRUSH. Why not the best?
The Fountain Air Brush has stood the test of years. There are now over 20,000 in use.

The model "A" illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend the **Model "E" Price $12.00.**

THAYER & CHANDLER - 735-739 W. Jackson Blvd. - CHICAGO

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

EVERY BUYER SHOULD SEE IT.

Each year Nisbet and Auld make a representative exhibit at the Toronto National Exhibition, Toronto, illustrative of the rapid advance made by Canadian manufacturers in the weaving, dyeing and finishing of cloakings and wool dress fabrics.

This year's exhibit shows a splendid line of wide wale diagonal materials that promise to be the leading novelty cloth of the assorting season, and through their exhibit in the manufacturers' building this particular cloth is brought under the notice of thousands of women from all parts of the Dominion.

An expert has been engaged to do the draping, and the fabric is displayed to the best advantage. This is an exhibit that every Canadian dress goods buyer should make a point of seeing.

* * *

SHAMROCK LINEN DISPLAY.

All women love fine linen, and the fine exhibit at the National Exhibition arranged by W. H. Baker, Toronto, Canadian agents for John L. Brown & Co., Belfast, manufacturers of high-grade linens is a big attraction. Novelty linens for Christmas selling and high-grade household and table linens make up the display. These goods are carried in Canada by W. H. Baker at 84 Wellington West.

* * *

CLAYSON'S EXHIBIT OF DRESSES.

Buyers down for the openings, and the National Exhibition, Toronto, should not miss seeing the line of Misses' and junior dresses put on the market by the Clayson Manufacturing Co. For the convenience of their patrons and friends, and to give their new line a proper setting, this firm has secured sample rooms at the Prince George Hotel, corner of King and York Streets and just a few minutes' walk from the leading millinery houses.

The Clayson's Mfg. Co. will have on display an entirely new line, showing not only the latest models in popular-priced tailored dresses, but also an attractive range of models in the new belted, Norfolk and Russian blouse dresses. There will be on show also a number of party and evening models in the new draped and panier modes, and developed in the new fabric, charmeuse, both plain and brocaded.

—⚙—

Charles Wenner, of Alfred Wenner , Manchester, manufacturers of straw plaits, sewings, twines, and all kinds of machine cotton goods, is visiting Canada in the interests of his firm. He will remain here some weeks.

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Review's Information Bureau

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Would the Boss Give A Rebate?

New Store for Toronto's Exclusive Section

Good Advertising Department

Better Methods of Shading Show Cards

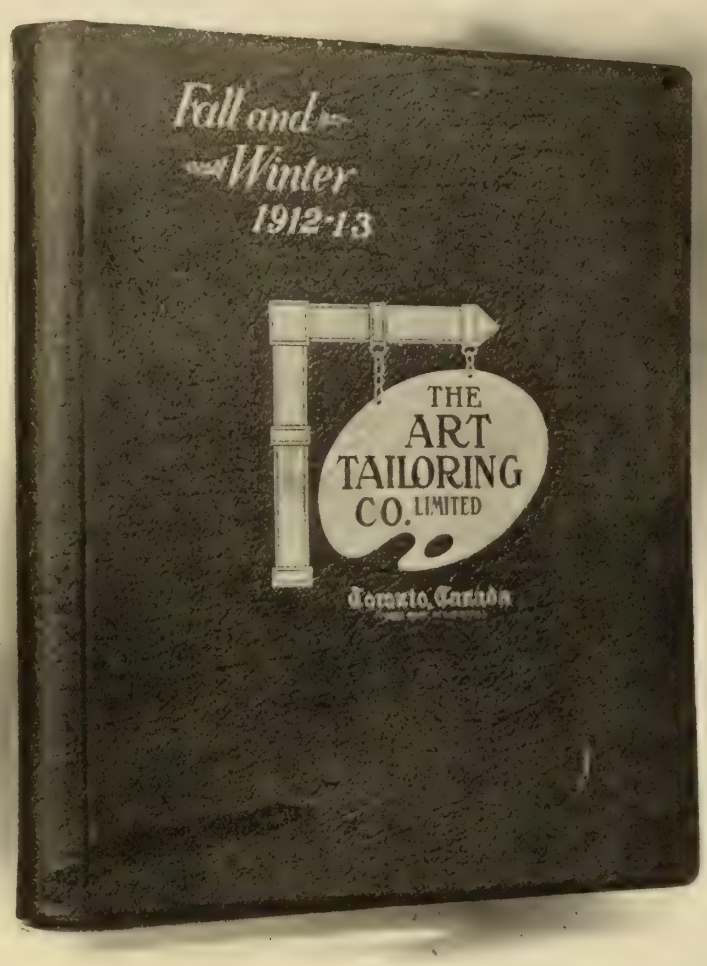
Retailers to Adopt Standard Stock Record

Report of the National
Window Trimmer's Association

Spring Forecast on Men's Clothing

Stock Required for Store in City of 12000
—See Information Bureau

Would the Boss Exchange the Suit?



Here's *the* Book For *Big* Business

THIS VOLUME bound in fine alligator finish and lettered in gold, contains the largest range of all new Fashions and all new Samples shown by any tailoring house in Canada this season.

EACH left hand page shows 8 samples of the newest suitings from the British mills, while opposite right-hand pages illustrate in colors full length plates of 1913 Styles in *Art Clothes.*

THESE plates are shown *exclusively* in Canada by the *Art Tailoring Company, Limited.* With this big Sample Book goes a Fashion Portfolio and a set of 8 *exclusive* Style Cards—complete equipment for a *real* Tailoring Department.

A FEW OF THESE AVAILABLE FOR LIVE WIRE STORES. MAKE APPLICATION TO

The Art Tailoring Company
Toronto · LIMITED Canada

Should the Boss Exchange the Suit?

PERPLEXING exchange problems sometimes arise in the clothing end of a retail business. It is difficult for the merchant to always decide whether a customer's claim is entitled to consideration or not. On the other side, is the constant possibility of losing his patronage.

Here is a case which The Review requires merchants and salesmen to discuss through its columns. During a busy Saturday evening a father and his 15-year-old son enter the store and purchase a single-breasted blue serge suit. They are pleased with the style, fit, general appearance and the price.

Members of the staff subsequently see the boy wearing his new suit, but on the following Wednesday, he again enters the store and tries on a double-breasted coat. Shortly afterwards he returns with the first suit and wants to exchange it for a double-breasted style. The suit is badly mussed and shows evidences of wear. The salesman refuses to exchange it.

That evening, father and son go to the store and again ask for an exchange, the father being somewhat indignant. The salesman explains his attitude, but this time interviews the boss.

What course does the boss take?

How does he reply to the customer?

For replies, dealing in a helpful, practical way with the subject, The Review will pay from $1.00 to $5.00 each.

All articles must be received not later than September 14. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

One of the latest fads in Paris is the soft hat of two shades. Thus in one model the crown and upper side of the brim are gray while the under side is black. Brown and black or gray and brown are other combinations noted.

* * *

At the recent Henley regatta, the King wore a suit of navy blue serge cut double-breasted. By style authorities it was considered somewhat unusual that he should wear white spats, as these are never associated with "river wear." but, of course, in style as in everything else, "the King can do no wrong." His Majesty also wore a cream straw Hamburg, wing collar with red and blue club tie and hatband in the same colors.

* * *

The different aquatic and other sporting events of the past couple of months have emphasized the increasing approval for blazers. At the Henley regatta these coats in distinctive college colorings were much in evidence and it is reported that white blazers bound with ribbons in the distinctive club colors were more widely worn than the navy-striped blazer. One color blazer coats with vests to match are being worn.

* * *

For wear with gray suits, stiff hats of light gray are said to be a favored vogue in Paris. Many of the hats are trimmed with a black band and brown or black derbys are worn with brown suits. Small brims and wide bell crowns are leaders. A Paris hatter has introduced an innovation by making the brim of his silk hats wide in front and faced with satin so that in lifting the hat, the wearer does not ruffle the surface of the silk.

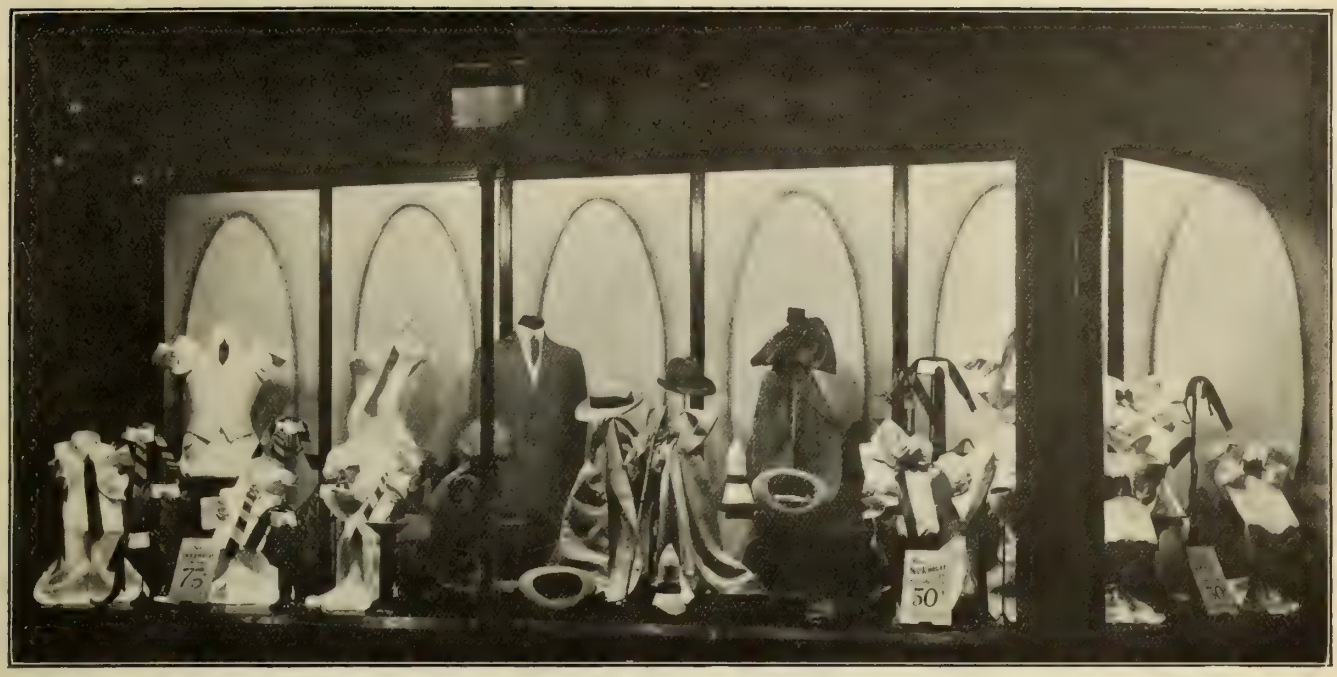
* * *

Men's wear dealers are busy this month merchandising their summer lines with the object of having a clear field for early Fall business. Spells of warm weather during the month helped closing season trade very materially, and a week or more of frequent rains had the effect of swelling the raincoat record which already had been an excellent one. During September, clearing sales will still be a feature, and towards the end of the month new Fall lines will make their appearance. The first of the suits and Fall overcoats, hats and shirts will be displayed for opening purposes and early season neckwear will be given a run. It is at this time of year that the men's wear store can afford to take no chances or rest as-



GLEN S. CASE.

Formerly manager and buyer for Dunfield's King Street store, Toronto, who recently assumed a similar position in R. J. Tooke's St. Catherine Street store, Montreal, a men's wear establishment which is said to have one of the most advantageous locations in Canada.



An exceptionally effective display of men's wear by E. K. Dallimore, for C. D. Mitchener & Co., Saskatoon.

sured in the feeling that "business will come anyhow." Confidence can only apply to old customers. It is the prospective buyers who must be looked after, and the merchant who has a reliable list of these for mailing purposes has an opportunity now to apply it to practical use. Personal letters or neat folders inviting prospects to the store during the opening period, and informing them of new features, are now in order. In discussing these it is never advisable to enumerate a bewildering list. Rather should the dealer describe a few articles which, he knows, have distinctive merit—something which he knows will appeal to the people addressed. If he does not possess a prospect list he is at a disadvantage as compared with the man who adopts this method of trade development and follows it up consistently.

A waterproof suit has been invented which it has been demonstrated will keep a man afloat in the water. It is made of a kind of tissue cloth, and the inventor believes that it will immediately answer the requirements of aviators, water boat enthusiasts and water travellers.

* * *

The recent hot weather in England had the effect of breaking the rigid conventions of the House of Commons. A writer in one of the English dailies states that many members would carry a black silk hat and black coat through Calcutta heat if it reached Westminster, but there are others who during the past day or two have dressed in light clothes in grays and fawns, dove shades and ivory white.

"White duck trousers were sported by Mr. Munroe-Ferguson and Mr. Ian Malcolmn, while the ample and filmy white tussore suit of Sir Alfred Mond, who graced the committee on the White Slave Bill, earned this Liberal millionaire-employer the laughing sobriquet of 'The White Slave.' The Labor benches had their Beaux Brummel in the large personality of Mr. John Hodge, who wore a big light fawn-colored shantung suit and startling hat of wide area.

"There is a sad falling off this year in waistcoat color. In recent years the hot weather has caused the chamber to blossom out with pinks and blues, stripes, linens, checks and spangles, waistcoats white with many fancy lines, waistcoats of pale French gray with stripes of fawn, mauve, ecru, lemon, saffron and mouse. But this year men of all parties seem to have 'agreed' to eschew vested color. Simple white and plain gray, with here and there a solitary fawn, are the tones this year.

"The government dress mainly in black, but Mr. Lloyd George smiled merrily in a French gray lounge suit, and Colonel Seeley conducted the demand for nearly £3,000,000 for the expenses of the Territorials in a vest of French gray. As to vests, there was Gen. Sir Reginald Pole-Carew in light biscuit, Mr. Peel in dove gray, and Maj. Archer-Shee in cream."

* * *

In New York, according to a recent report, window decorators are using pictures of current events as attractions. Thus, one window would show certain processes in the construction of a straw hat, while another, featuring outing wear, would have a number of illustrations of recent athletic events.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

EDITOR Dry Goods Review.—Please recommend to us a man to fill position about to be vacated by our window trimmer, or have some trimmers apply.

Just at the present time, The Review knows of no window trimmer who has declared himself open for engagement. It would hardly be fair on our part to suggest the names of men who are at present employed in other stores, and who, we have no reason to believe, are dissatisfied with present positions. Only when a trimmer is out of a position or is advertising himself open for engagement, does The Review feel justified in suggesting his name to a merchant. An advertisement in the want columns of the Toronto or Montreal dailies would undoubtedly bring replies from good men who are, at present, inclined to be restless. We shall also refer your letter to the secretary of the Canadian Window Trimmers' Association who may know of trimmers open for employment.

An excellent policy for any merchant to adopt with regard to positions of this kind is the employment of an assistant or understudy who shall be able to step into the head man's shoes in the event of a change.

* * *

Editor Dry Goods Review.—I am considering seriously of changing my business to cash and would like all the information I can get on it.

My competitors have been here for 20 years, are well established and in good shape financially, and while I have lived here all my life, I only started in business three years ago. Whether it will be wise for me to start on this new basis or not I would like to know. Would also like to have coupon book referred to in "Management of Retail Business."

Knowing what the experiences of other merchants have been in introducing the cash principle, we have no hesitation in saying that we think any merchant is wise who adopts and enforces it consistently. Of course, we know very little about local conditions there, or of the general wealth of the district. If it is at all prosperous, we think cash is your opportunity: if it is not prosperous, credit is your misfortune. We know of merchants who, practically facing bankruptcy, have revised their methods by insisting on cash and it proved the salvation of the business. They expected a stampede to other stores, but it did not develop seriously.

Your first step is to take your people into your confidence by issuing a plain statement of facts in letter or circular form. Point out that cash will enable you to give better prices, will place you in a position of advantage as regards competition of any kind, and follow this up by quoting revised cash prices on some of the articles chiefly in demand. Emphasize the fact that expense entailed in connection with credit system has necessitated higher prices —that this is really one thing contributing to the high cost of living.

We would advise that you do not adopt the coupon book you refer to. It is only one man's idea, and we fear that any merchant adopting it would only find that it would be used by some people as an excuse. When you say cash, you should mean cash. Of course, there are accounts, such as hotels,

WOULD BUY IN CANADA.

From Arnold Waterman, Port-of-Spain, Trinidad, a large men's wear dealer, the Review has received the following letter of interest to Canadian manufacturers:—

Editor Dry Goods Review:—I would be pleased if you can put me in communication with the manufacturers of dry goods—cottons, prints, and general soft goods—also men's wear lines. I do considerable business with the United States, but if Canada can supply the articles I require at the same price and on same terms, I am willing to send them my orders.

Replying to the above letter, the Review forwarded to the writer a list of firms in whose lines he would undoubtedly be interested and would suggest that manufacturers desiring to extend their scope of operation, should communicate with Mr. Waterman.

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO

hospitals, municipal or government institutions, large business concerns, which will have to be charged for payment on certain fixed dates, but the general run of business should be cash. If you can't get down to clear-out basis, get as near to it as possible. Everything depends on how you begin. Let there be no two meanings possible in your letter. We would suggest something like the following:—

To our customers, or To the people of———:

Beginning with the New Year (or whatever date may be selected) it is our intention to adopt a system which, we feel confident, will enable us to give you better prices, more satisfactory values, make your shopping at our store still more attractive.

You are probably not aware of the expense entailed in the collection of accounts, in writing off those debts that are hopeless, expending time on accounting which could be better applied to your service. Do you know that it is necessary for us to add from 10 to 15 per cent. to prices in order to cover this item in the cost of doing business?

Our plan is this. On the date mentioned we shall introduce the cash principle in our business. We are only adopting a plan that will act to your advantage. We shall pay cash for the goods we buy. We shall be able to take our discounts on all purchases for this store. We shall be in a position to broaden our buying scope. We shall not have to take credit charges into consideration.

Do you know what that means? It means a saving to you of from 10 to 15 per cent. Appended is a list that proves it. These are some of the revised prices made possible by this change.

The most progressive stores in the country are adopting the cash principle. It is this method of merchandising by which they distribute the greatest good to the greatest number. It facilitates their business. It means a saving to their customers. That is why we are doing away with books of account record after January 1st. They will then be unnecessary. We shall be doing business on a cash basis.

By helping us reduce the cost of doing business, we shall help you reduce by a certain percentage, the high cost of living.

Yours for a year of prosperity,

You might head this letter, "Greatest good to greatest number." "Reducing high cost of living," or some other caption calculated to appeal to the popular mind. Then follow up with a list of revised prices—items on which the saving will be unmistakable. The letter should be published also in the local paper. A copy of it should go into every home.

We feel confident that the simplicity of the cash principle will commend itself to you, and if applied in all seriousness will be found beneficial to your business.

Shall be glad to have you advise us as to whatever steps you may take.

* * *

Editor Dry Goods Review.—I have been thinking very seriously, of late, about going West and opening a men's furnishing store. What city or town would you say locate in from Winnipeg westward, or do you think a general dry goods store would be a wiser idea. If a men's wear store, kindly give me the name or names of a few reliable firms to approach re stock. If, on the other hand, a general store, do likewise. I have a little capital; have had 15 or 16 years' experience in department and country stores. Served my time in Ireland and am about 32 years of age. I am managing a general store at present.

Although opportunities of the West, both in men's wear and general store business are said to be numerous, we hesitate to advise any young man in the matter you speak of. Rather would we suggest that, if you are determined to go West, you attach yourself either as employe or partner to one of the many progressive stores in the West for a year or two until you are confident as to the most satisfactory course for the future. In any event, would advise that you first visit the West before considering the responsibilities of business there. It is a matter in which you can afford to be careful.

In the condensed advertisements of the large city dailies, you will occasionally see openings under the heading of "Business Chances," which may interest you. We are enclosing a number of recent clippings from a Toronto paper.

The advertising columns of The Dry Goods Review and Men's Wear Review contain announcements of reliable firms any of whom would, we are confident, be glad to have you communicate with them re stock.

Are you sure that the business you are at present engaged in is doing the best it possibly can for you? Why not look into the matter with the view of ascertaining whether there is not a definite opportunity for you in your present location?

* * *

Editor Men's Wear Review.—Where can I buy undergarments made by the B.V.D. Company, New York. Have they a Canadian agency?

From the following wholesale distributors: Matthews, Towers & Co. and McIntyre, Son & Co., Montreal; The W. R. Brock Co. and Caulfield, Burns & Gibson, Montreal.

Is your **Hat Department Making Money** for you?

Do you handle a line of Hats that your **customers are perfectly satisfied** with? If not, get acquainted with the



"Monarch Hat"

(Registered Trade-Mark)

The Hat

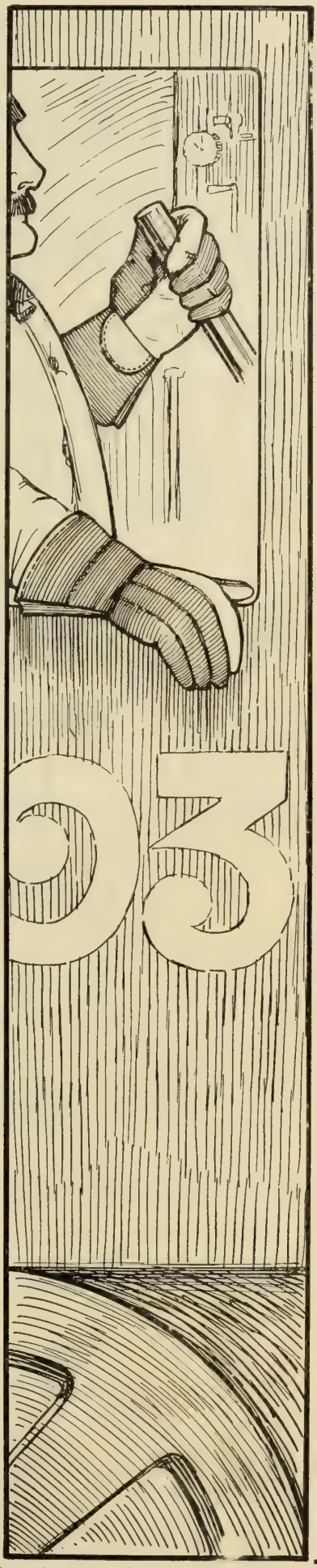
For High-Class Trade

Style, Quality and Prices are Right

See the 1913 range now being shown by our travelers. Also a complete line of Straws, Panamas and Caps, etc.

L. GNAEDINGER, SON & CO.

MONTREAL



RYAN

Gloves

The Gloves that are backed by the maker's absolute guarantee.

They will stand the hardest kind of hard wear.

You can safely recommend them to your customers.

Show them to—

TRAINMEN
TEAMSTERS
MOTORISTS
MECHANICS

or to any man who wants a glove that will stand hard usage.

You can get Ryan's Gloves for all purposes—from the light street glove to the heavy wear kind.

Ask your wholesaler.

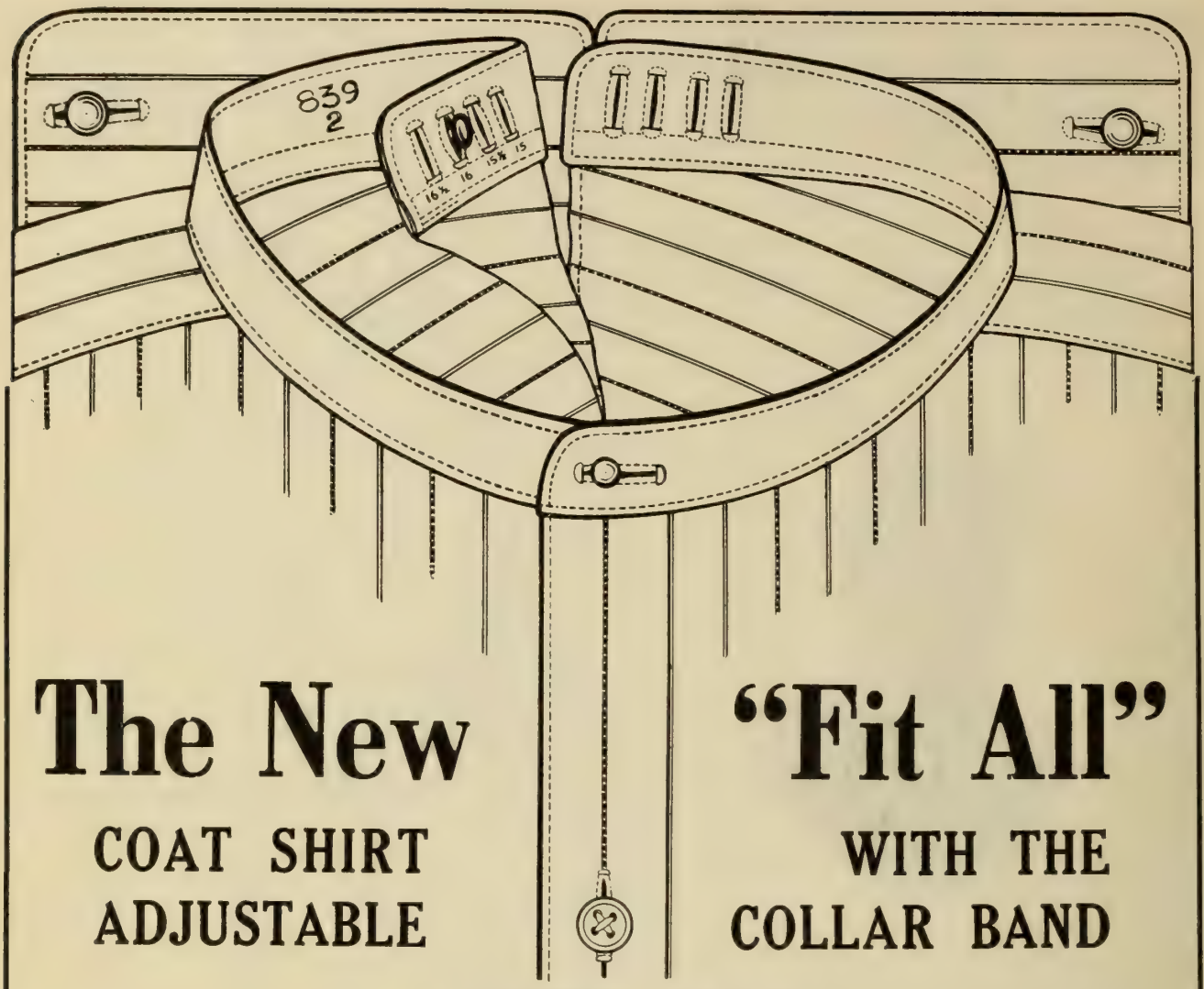
The Robert Ryan Co.

Three Rivers, Quebec

E. H. Walsh & Co.

Selling Agents
TORONTO

Branch Offices :
Montreal Winnipeg Vancouver



The New "Fit All"

COAT SHIRT WITH THE ADJUSTABLE COLLAR BAND

SPRING 1913

YOU'LL NEVER BE OUT OF THE SIZE IF YOU STOCK "FIT ALL" SHIRTS

Do you realize what this shirt means to your business? Do you see what it means to your customers?

In the first place suppose your customer selects a pattern from your cases or windows and it just suits him—you look for his size and you must confess that YOU ARE OUT OF HIS SIZE, oh, what a confession to make, you have at once jeopardised your chances of making the sale and lowered your patron's estimate of the completeness of your stock.

DO YOU SEE WHAT THIS MEANS?

This is where the new "FIT ALL" coat shirt steps in—you are never out of sizes—EVERY SHIRT IS FOUR SIZES IN ONE. The collar band of every shirt is adjustable to four different sizes—a 14½ shirt is adjustable to 15, 15½ and 16—a 15 shirt adjusts to 15½, 16, 16½, and so on.

This also means that a customer gets the greatest amount of comfort; he can select a shirt that will fit perfectly in the body and is assured that the collar band will fit as well. The laundryman cannot spoil his shirt by shrinking the collar band.

"FIT ALL" VALUES ARE UNEXCELLED

Along with the extra advantage of the adjustable collar band "Fit All" shirts are unexcelled in style and quality of cloth, and patterns. PRICES ARE RIGHT.

GREENSHIELDS LIMITED - MONTREAL

Sole Distributors of the "FIT ALL" SHIRT in Canada

Greenshields' Men Are Coming

WITH THE FULL SHOWING OF MEN'S FURNISHINGS FOR SPRING 1913

Our representative will shortly take the road with the complete Spring range of men's furnishings—the most complete we have yet shown and should meet with approval everywhere.

The values are unequalled in the trade—wait and see.

The 1913 Neckwear

Will be complete about September 1st when our traveller will call on you with a most complete line of latest novelties.

Our Christmas Neckwear

We are showing a range that is second to none, and we are making a specialty of knitted ties at $2.25 a dozen, equal to any retailed at 50c.

Our Winning $2.25 Neckwear

We wish to draw your attention to our range of open end silk ties at $2.25 a dozen. These are better than ever this year. If you have ever handled Greenshields' $2.25 neckwear you will know that it is the best for the price on the market.

Men's Shirts, All Kinds

We have a large and varied range of the popular shirts—made in coat style, separate collars, and French cuffs, prices range from $6.50 to $15.00 a dozen.

Our showing of laundered shirts is very complete, all prices and in all styles.

We will also show a complete line of *work shirts* in all the latest shades, and in tan and khaki, in all prices.

Men's Christmas Suspenders

We have a special range of men's braces in individual boxes for Christmas trade, also combination sets of Suspenders, Garters and Armlets, from $4.50 to $9.00 a dozen.

MEN'S HALF HOSE, silk, cashmere, lisle, and cotton, in a complete range of colors. From $2.25 to $6.50 a dozen.

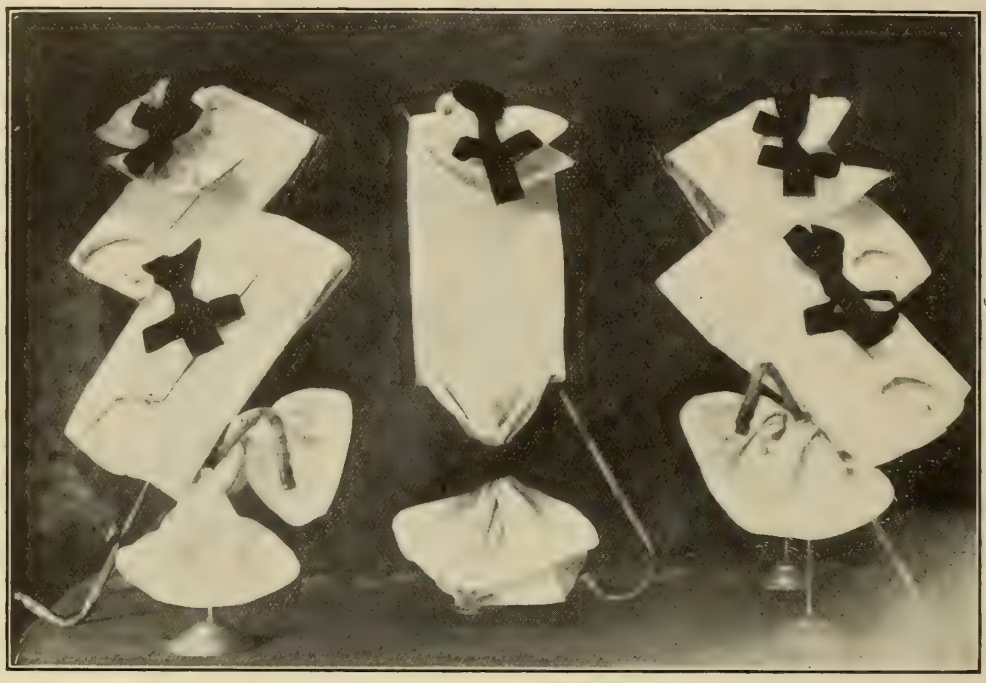
SEE OUR UMBRELLAS. From $4.50 to $60.00 dozen.

WATERPROOF COATS. Our range consists of all weights and colors from $5.00 to $10.00.

DRESSING GOWNS are especially saleable at Christmas time. We have latest designs at $4.50 to $10.00 each.

GREENSHIELDS LIMITED

MONTREAL



Fixtures used here are shirt easels. The skirt of the centre shirt is drawn out and tied back to the standard of the fixture with a four-in-hand. The other shirts are placed on an angle of the easels, with the sleeves drawn out as shown.

Editor Men's Wear Review.—What would be generally considered a fair amount of clothing stock for an exclusive men's wear store in a city of 12,000 with good prospects.

An experienced clothing buyer suggests, for a city of the size mentioned, a stock of about $14,000 divided as follows:—

Youth's and Men's Suits	$4,650
Boys' 3-Piece Suits	1,500
Boys 2-Piece Suits	1,500
Boys' Fancy Suit Blouse and Busters	500
Youths' and Men's Overcoats	2,000
Boys' Overcoats	1,000
Men's Raincoats	1,000
Men's Reefers	300
Boys' Reefers	200
Odd Vests, Tweed and Fancy	200
Smocks	150
Overalls	250
Tweed Trousers	600
Boys' Knickers	150

SIZES AND QUANTITIES.

Men's and Youth's Suits, sizes 25|34, 25|35, 75|36, 75|37, 85|38, 75|39, 75|40, 22|42, 12|44, 8|46.

Men's and Youth's Overcoats, 10|34, 10|35, 35|36, 35|37, 35|38, 35|39, 35|40, 24|42, 24|44, 12|46.

Boys' 3-Piece Suits, 10|28, 20|29, 35|30, 35|31, 35|32 35|33, 25|34, 15|35.

Boys' 2-Piece Suits, 5|22, 5|23, 10|24, 25|25, 25|26, 30|27, 30|28, 30|29, 30|30, 20|31, 20|32, 20|33, 20|34, 15|35.

Boys' Fancy Suits, 5|20, 20|21, 20|22, 25|23, 25|24, 25|25, 10|26, 10|27.

Boys' Overcoats, 10|20, 10|21, 20|22, 20|23, 20|24, 20|25. 20|26, 20|27, 20|28, 20|29, 20|30, 20|31, 20|32.

Men's Raincoats—5|36, 30|38, 35|40, 30|42, 25|44, 5|46.

Men's Reefers—5|34, 10|36, 20|38, 20|40, 10|42, 10|44, 5|46.

Boys' Reefers—3|20, 3|22, 10|24, 10|26, 10|28, 5|30, 5|32.

Tweed and Fancy Vests—5|34, 10|36, 20|38, 20|40, 10|42, 10|44, 5|46.

Smocks—10|34, 20|36, 30|38, 30|40, 30|42, 20|44, 5|46.

Overalls—10|32, 20|34, 40|36, 50|38, 50|40, 30|42, 20|44, 5|46.

Tweed Trousers—10|32, 30|34, 35|36, 35|38, 35|40, 20|42, 10|44, 5|46.

Boys' Knickers—5|22, 10|23, 10|24, 10|25, 10|26, 10|27, 10|28, 10|29, 10|30, 10|31, 10|32, 10|33, 5|34.

* * *

Editor Dry Goods Review:—I am building a new store and would like to put in a lighting system other than coal oil. Can you give me the name of a firm making gasoline lamps or any others?

The Pitner Gasoline Lamp Co., 52 Colborne St., Toronto; The Siche Gas Co., 10 Lombard St., Toronto.

* * *

Editor Dry Goods Review:—Where can I buy story books suitable for Chistmas trade?

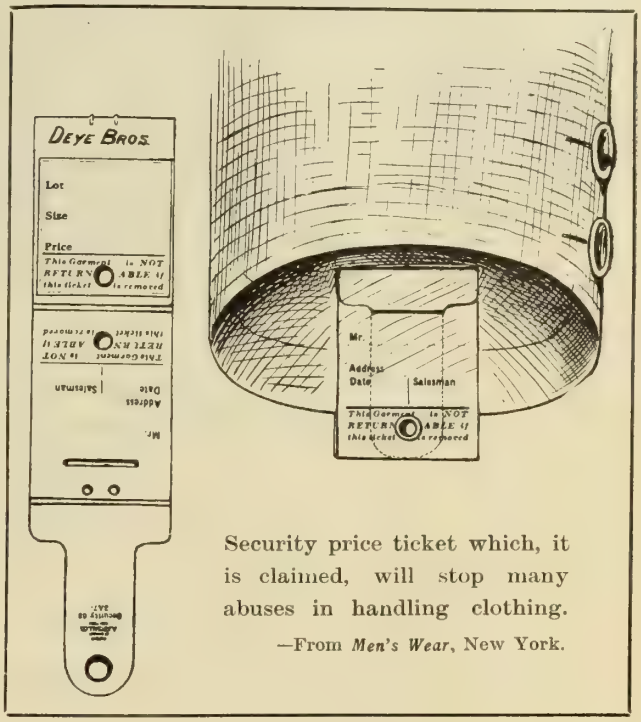
Raphael Tuck, Son & Co., Montreal; Methodist Book & Publishing House, Toronto; Copp Clark Co., 64 Front St. W., Toronto; Musson Book Co., Victoria and Wilton Ave., Toronto.

Security Price Ticket

The accompanying illustration shows a security price ticket on which it is plainly stated that the garment is not returnable if this ticket is removed. It is a recent invention by a New York firm. The new ticket is shaped on the order of a regular coat ticket, only that it has a much larger tongue. When placed on the garment the hole in this tongue reaches to the bottom of the inside of the ticket, flush with the hole in the front and back of the folded ticket. Through these holes there is a small lightweight eyelet, put in place with a small hand punch. With this eyelet going through the three holes, the ticket naturally cannot be removed without mutilating it, and then, of course, it is impossible to put it back in place. The illustration on the left shows the entire ticket without any folding. The illustration on the right shows the ticket as it looks from the inside of the coat sleeve, and the long tongue is dotted, so as to show where this reaches.

This ticket was originated, states *Men's Wear*, New York, because retailers have been having much trouble with their customers buying clothes, especially evening clothes, etc., wearing the suit one night and returning it the next day or two with some feeble excuse. There has also been reported considerable changing of price tickets on garments sent on approval, the customers changing the lower-priced ticket to a higher-priced garment, returning the other garments and demanding the higher-priced garment at the low price, as per ticket which they have just transferred.

Many retailers have experienced trouble with the salespeople, changing the price tickets for friends, transferring the ticket from a lower-priced garment to a higher-priced one before the sale is made, thus saving their friends money at the retailer's expense. There are said to be many other abuses in the trade which this ticket would stop.



Security price ticket which, it is claimed, will stop many abuses in handling clothing.

—From *Men's Wear*, New York.

The record of measurements kept by a large clothing house enables it to say this in advertising: "No matter where you live or travel, if your measure is on file with us in Chicago, we can always fit you correctly in clothes tailored as you want them.

REVIEW GIVES HIM GOOD INSIGHT.

From James McIntyre, Grandview, Vancouver:—I enclose M. O. for $2.00 as subscription for Dry Goods Review for one year.

The Edwards system of card writing which has been appearing in your columns has interested me. Kindly let me know if I can procure the course in complete form.

I have recently arrived in Canada from Ayr, Scotland, where I have had a business for the past six years. Vancouver looks good to me and I have purchased for cash the business of D. Sutherland, Commercial Drive, and will commence business at once.

I have looked over several back numbers of the Review at Mr. Stoddart's, and think you handle matters pertaining to the trade in a masterly manner. I have obtained a good insight into the Canadian end of our business from your pages and have pleasure in becoming a subscriber at once.

SHIRTS, COLLARS AND CUFFS

Future of silk shirts and the retailer's opportunity — Neglect of novelties owing to Midsummer clearance sales — Preparations for Fall — Is demand for high grade garments cutting into made-to-order trade — Satisfactory washing colors

STOCK and factory clearance sales of shirts have been recently at their height to close the summer season. Merchants are also preparing stocks for first shipments of Fall orders and values offered at 39c, 49c, 69c, 79c and 98c are good, although many of the designs are in wider stripes than those favored for the coming season. This fact was anticipated and noted early owing to the scarcity of manufacturers' piece stock and backward deliveries on preferred stripes.

Qualities on sale, however, included values up to $9 and $10.50 dozen in fairly neat stripes, blue and white, black and white and combination effects, in a good assortment with tans and a few grays. Plain chambrays, especially in blue, are quoted at unusual prices.

Following the season's selling experiences there is a demand for extra narrow stripes in sample books duplicating blue and white and black and white. The scarcity previously referred to has decided manufacturers to meet the requirement by adding neat stripes in values from $9 to $10.50 and up, per dozen. As soon as new cloths are received, double numbers will be carried in the first shades.

Of course, a retailer's trade decides the extent of novelty introduced in his assortments. While a few higher priced numbers are tried out, they are for the most part, carried only in more exclusive and high-class stores.

Outside centres have not taken up soft collar and French cuff styles to an extent that compares with the vogue in larger cities. This is particularly true of soft silk shirts and the increase during midsummer in soft natural and white soiesettes, vestings and fine repps. The quantity of clean up lines merchandised is, in some cases, hampering the merchant's ability to add these novelty lines.

SUCCESS OF THE SILK SHIRT.

The success of silk shirts this season is an indication of the exceptional demand that can be looked for next year. This has to be prepared for early to get deliveries on account of distances and shipping facilities and there is not the least doubt but that every merchant could cater more strongly for this trade.

There are lines of silk shirts on the market which have a distinct superiority in finish, style, quality and values. They conform too, with the present demand as to colors. Particularly in workmanship and finish is this favorable appearance evident. Collars are not just as stylish as they could be, although extra neglige and tie to match are suggested and worn by careful dressers. Seams are neat and appear almost as if pressed together, no matter what the quality or weight of the fabric, more especially in fine handkerchief twill silks. Not the slightest puckering or fullness is passed. Better numbers of unfilled silks come up to standard retailing prices and, in the natural pongees, always in the better or No. 1 grade. Each shirt is separately boxed if desired. So far, no complaints are heard regarding sizes in the quantities sold by merchants who demonstrated silk shirts for the closing season added materially to profits.

Buyers should consider this phase of market and manufacturing conditions, and the advisability of handling assortments of silk shirts if only to add prominence to their line. The continued success of these garments is bound to affect made-to-order business which has been a customer-retaining feature on account of special care and detail in furnishing.

Increased orders on fine French flannels and Ceylons are also said to be cutting in on made-to-order trade. Style, it would seem, sells shirts better than size does. The idea that a shirt has to be roomy is passing, because it is taken for granted, if the size is correct to standard, no trouble is found with the fit. Men decide on the pattern because it appeals to them or matches some prevailing fashion or other personal apparel. If customers are buying for style they also will pay higher for style, they also will pay higher prices for the season's early novelties, enabling a better showing of profit.

There has been little complaint as to laundering qualities this year. Most colors in fabrics used are guaranteed.

KANT KRACK

COATED LINEN

Collars



Pat. Feb. 20, 1906
" May 5, 1903
" Oct. 27, 1908
" Oct. 27, 1908

From the Yukon to Newfoundland

From the Gold to Fish Region, the "KANT KRACK" coated linen collars are the collars of the people.

They're in demand because of the service they give resulting from the flexible lip and the long slit back which prevents breakage.

They are superior in style, fit and finish, no laundry—just water and sponge.

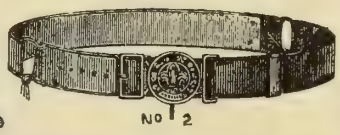
Only one grade and that grade is the best. (Made in Canada.)

The Parsons and Parsons Canadian Co.

HAMILTON -:- ONTARIO









Are You Getting This Trade?

If not, is there any reason why YOU shouldn't get the **complete** trade of the better families?

The surest road, is to devote a small section of your store to Miller's Official Boy Scout Supplies, and make your store the boys' headquarters for all their requirements.

Get your stock from us now and "Be Prepared."



We specialize on Military and Cadet Uniforms, duck and service clothing for

Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders, Porters, Etc.

Full Dress Vests Abattoir Coats Fancy Vests Surgeons' Gowns
Duck Band Uniforms Duck Pants Hospital Linen Supplies
Ladies' and Men's Auto Coats and Dusters, Club and Hotel Linen Supplies
Carpenter, Butcher and Waiter Aprons.

Write Dept. No. 1 for illustrated catalogue, mentioning what you are particularly interested in.

The Miller Manufacturing Co., Limited

251-253 Mutual Street :: :: TORONTO



Extracts from bright advertisements that tell what other merchants are doing — Opening of the Fall season and after vacation business in the boys' department — Comment on advertising features — Advertisements with no definite message

Here it is again—this everlasting clothes question—wedging you once more with the need for a new suit or overcoat. How are you going to answer the call this Fall?

* * *

The whole argument for our Fall suits is that they are of the finest tailoring and finish and made from exclusively imported material and sold at one price only.

* * *

First consignment for Fall of English-made clothing. Garments that with them carry an international reputation for excellence in quality, style, and efficiency in workmanship. They are superior in every respect.

* * *

Boys shirt waists, 29 cents. Just in time to fit the boy out for day school or boarding school comes this offer of shirt waists at a great money saving price. The reason for this clearance is the number of balances of different lines we have in stock and which we group into one lot for quick selling. All sizes, 11 to 14, or ages 6 to 15.

* * *

Yes, you can come right here now and save from $10 to $18 on every suit we have on sale during this great midsummer event, and you'll find a stock of materials that will make your heart glad—blues, greys, browns, greens, mixtures, worsteds and tweeds in every new color and design.

* * *

Every boy can be well dressed and you need not invest a large sum of money to obtain a good school suit. For the strenuous days that begin soon the boys suit must have durability and style. Our single and double breasted and Norfolk suits will stand the wear and tear that school boys give them.

* * *

The stranger in town is welcomed by the store in more than a selling way. Recognizing the need of headquarters for visitors we provide rest room and parcel desk when one can forget the rush for a few minutes.

* * *

Our furnishings department take great pleasure in waiting on a man who is critical about his clothes, for they know they have every essential to make him a satisfied customer.

* * *

Outfit the little chaps in readiness for school opening. With pride we offer these first arrivals of Fall and Winter suits. Now is the time for mothers to see, admire and choose.

* * *

Two sides to this sale—its economical importance and the excellent style and character of the suits included. They sold regularly at from $15.00 to $28.00. Now reduced one-half.

* * *

That boy of yours. You can't always be digging down among the green backs for the price of a suit. You want something good when you do buy. Now, school time will soon be here, and that same boy will want a new rig-out. Here's your opportunity.

Not Always Adman's Fault

The very general advertisement—the one that tries to emphasize the importance of a host of things and falls short of any really definite message—should be carefully avoided in this day of strenuous merchandising, of specialization, and of straight-to-the-work salesmanship. No matter what the argument may be that is held together by those old cobwebs, precedent, tradition, and conservative policy, the advertisement that does not appeal in some one striking way falls short of its best purpose. Printer's ink, discussing this fault, concludes that it is not always the advertisement writer who is to be blamed when "the advertisement is one of those general,



EVERY DEPARTMENT STORE PROPRIETOR
EVERY GENERAL MERCHANT
EVERY VARIETY MERCHANT
EVERY DRY GOODS MERCHANT
Should Throw Up His Hat for

Edited by
Henry Stirling Fisk

$5 PER YEAR
Published Weekly

Cash with order. Sold to only one dealer in a town

Interlocking
Fisk Advertising Service
For Dry Goods, Department, General and Variety Stores

Published by Fisk Publishing Company
Schiller Building, Chicago
There is No Other Advertising Service Like This in the Whole World

R. W. Crompton
Art Director

$5 PER YEAR
Published Weekly

Cash with order. Sold to only one dealer in a town.

and then sit down and write a check for five dollars and send it to us so he can commence to receive the service at once. It's bully for a store without an advertising man, and bully for one with an advertising man.

James P. Ryan, Bangor, Mich., writes: "Your advertising service is coming each week. It's the greatest line of advertising stuff I've ever seen for the money. I felt you were offering too much for the money, so sent my check to the Dry Goods Reporter to be forwarded to you in case they felt you would do as you said. They wrote me they sent my check to you, as they know you will do as you promise. I am more than pleased with the service so far."

After October First Fisk Interlocking Advertising Service will be $10.00 Per year. Order now and save five dollars.

FISK PUBLISHING CO.
Schiller Building, Chicago. Henry Stirling Fisk, President.

flowery kind that gets to the end without really conveying any definite message to the reader.

"Not long ago one advertising man said to another—a writer of clothing copy: I think you have a bang-up typographical style to your work. It stands out so well that readers can't miss it, and the display is in perfect harmony with the subject, too. But my criticism is that the copy, though pleasingly worded, is too general. Why don't you turn loose in one of your advertisements and tell what the firm can do for the man whose limit is a $20.00 suit; another time let us know what you can do for $25.00, and so on. I think that kind of copy and the window display is what tempts a man to go into a clothing store for the first time."

"I agree with you exactly, said the other, and I have argued with the firm time and again to let me write up just that sort of copy, but the boss smiles and says that it isn't the thing. He thinks he knows the clothing business, of course, and he insists that I merely advertise the line generally—talk about the magnificent assortment that gives such an opportunity to all, no matter the size of the purse, and fine style of the line, and so on. So what's a man going to do?

"Perhaps this is the situation in a great many cases where the poor advertising is roasted for the frothy general stuff that gets into the advertisement. But it does seem that is high time now for advertisers to realize that such copy neither interests nor convinces readers. Generally speaking, no one advertisement interests every possible purchaser. It is better to pick out a class of readers and aim at them with rifle-shot arguments than to be firing at long range with shot-gun stuff that doesn't bring down the game. And this doesn't mean, either, that such advertisements as those dealing with men's clothing should be full of minute details."



Conquering Power of Pants

Humorist points out that in their thrall Romans, Teutons, Indians were become helpless — Nine tailors to make a man

"Pants may be the high water mark of our modern civilization," writes Irvin S. Cobb, the humorist, because the civilized man is popularly presumed always to have a pair of them on, except when in bed or taking a bath, but I contend that they are likewise the sign and symbol of his complete domestication.

"Bear with me one moment while we scan history for proof of this statement. The Roman vanquished the world, wearing a toga. The Teuton barbarians whom he conquered wore pants—pretty sad-looking pants as pants go in this day, having no hip or side pockets and no buttons for the suspenders to be fastened to—but, nevertheless, pants. It was when the Roman began wearing pants himself that the rest of the world was able to get his number—thirty-four inches round the waist, tweny-eight scant in the leg. Our own American Indian offers a similar example. Full of oratory and fiery ardor as he was, the great Tecumseh was, nevertheless, as pantless as a rabbit. When taking the warpath Red Jacket and Sitting Bull took along no pants with them. We tried to humanize and soften the Indian by stealing his land and shooting him full of holes and pickling him with New England rum. We sought to appeal to his better nature by starving him to death and beating him at draw poker but for three centuries and more he resisted us—until we backed him into a corner and hung a pair of pants on him. Then we had him licked; he has been tame and city-broke ever since. Pants did it and we can prove it.

"We, as a nation and as a sex are being educated to the necessity of having for every occasion a suitable and a separate costume. One is given to understand that one must have one costume for afternoon calls and another costume for morning calls; a costume for yachting; a costume for golfing and a costume for looking on when the others golf—one positively must. That is what I glean from reading the available current literature on the subject.

"Only here the other week I heard of a gentleman—not in my own set as it happens—who gives careful attention to the details of dress, and he was thinking some of going up to New England for the summer and spending a couple of months on an abandoned farm; so he was inquiring round to ascertain the proper costume for an abandoned farmer.

"Thus, by precept and example and by the printed word of authority, are our crude sartorial instincts being guided into proper channels, and I for one am very glad and very happy; we've been groping blindly in the dark long enough. However, I can see that dressing is going to be more expensive than it used to be. What with the high cost of living and our old friend Schedule K being still in active operation, and the absolute demand for uniformity in scarfpins and walking-sticks, I forsee a long period of financial stringency ahead of those of us who expect to maintain a place in well-dressed society from now on. It will be hard enough on the unmarried ones; but how much harder on the married ones!

"According to the most generous and lavish computations, it takes only nine tailors to make a man, and sometimes nine collection agencies to collect the bills; but when a woman gets through with her nine tailors she—if one may judge by the outward and visible signs—is only just started."

Attractive Front of a New Jaeger Store



THIS is the very handsome front of the new Jaeger store in King Street West, Toronto. Not only do these windows suggest that great degree of success possible in specialization, but it also indicates strong confidence in the advertising power of the show window. The front of this window is of two-tier construction. The windows on the sides are 3 feet 6 inches wide, with a depth of 10 feet, while the smaller case-like window in the rear of the vestibule is 6 feet 6 inches wide and 4½ feet deep. The height of the lower windows is 10 feet and of the upper windows 8 feet. There is a three-foot entrance on each side of the central case. The vestibule is tiled, with the name Jaeger in a contrasting color. The frames of the windows and the fixtures of the store are in oak of Early English finish. Immediately above the entrance is a balcony admitting to the upper windows. The store has a width of 24 feet, 75 feet deep, and is exceptionally well laid out. There are separate counters for men's and women's apparel and try-on rooms for each department. The lights are on the font principles, that is, reflected upwards from the fixtures and again reflected by the ceiling giving a very soft, agreeable effect. The new store is situated on the north side of King street, in a very busy section. The appearance of the store is rendered additionally attractive by a large canopy of ornamental glass and metal and with the British coat-of-arms in front.


Tooke
Spring
Shirts
Tooke Shirts for Spring, 1913, are notable for originality. From the best mills of Europe and America we have secured a range of goods confined to us for Canada. Man-tailored and hand-ironed will constitute the two points of advantage above all others. Your business will be appreciated and your valued orders receive our best attention.
TOOKE BROS., Limited, Montreal
Winnipeg Warehouse, 91 Albert Street

Tooke Shirts for 1913



Tooke Representatives are now showing these shirts in a variety of styles, including a very strong range of soft cuff goods, some of them with collars to match. By ordering now you have the advantage of choosing from the full, unbroken line, and securing a stock of Spring and Summer Shirts which will make your 1913 business most satisfactory.

TOOKE BROS., Limited, Montreal

Winnipeg Warehouse, 91 Albert Street

Would the Boss Give Customer a Rebate

Salesmen agree that it would be better policy to adhere to advertised prices when customer suggests that having bought a suit for $18 he is entitled to refund when friend later buys similar suit for $15 — Should be consistent in his merchandising

WOULD the boss give a rebate? That was the question asked in The Review's last salesmanship competition. On entering a store, a customer finds that a friend of his has just bought a suit for $15 similar in every particular to one for which he had paid $18 a few days before. He suggests to the merchant that he is entitled to a rebate of $3, pointing out that he had always been a good customer.

The problem was suggested by one of the head salesmen in a large city department, who had the experience described. He had replied thus: "Why, my dear sir, if we adopted that policy we would have a string of people a couple of miles long waiting for rebates. If you have been reading our advertisements you will have noticed that we are now clearing out our Summer stocks in preparation for Fall. We do this every year. Put yourself in our position. In your anxiety to wind up the season's business, you could not do so quickly enough at former prices. Your customers should appreciate that fact and you would be consistent, recognizing that at some time or other your customer would himself reap the benefit of a special price. You will see that by giving a rebate to one customer you would be unfair to many others. By remaining firm you would have the greater hold on their confidence in you as a business man. You see our viewpoint, do you not?" The customer went away quite satisfied.

CONSISTENT MERCHANDISING.

So long as there are special prices, so long will problems such as these confront the merchant and realizing this fact, he will be safeguarding himself if he adopts a policy admitting of no discrimination, no favoring of one customer over another. That is the attitude advised by the majority of replies received. In a case of this kind the merchant must reply in the presence of the second customer and will do well to bear in mind that others will hear of it. It would be inadvisable for him to grant such request for, by doing so, he would weaken the confidence of both men in the store's regular prices and would depreciate its reputation as a consistent merchandising concern. A customer should be sufficiently familiar with the store's advertising to appreciate the significance of reduced prices at this time of year, and would bear in mind that he himself has equal opportunities.

The Review has selected replies by Lyndsay Ballingall, with M. C. McCuaig, Fort William, F. O. Hollis, Brampton, W. C. Forman, Ingersoll, and A. McNaughton, Huntington, Que.

GOODS TO BE SOLD NOT PEDDLED.

Angus McNaughton:—When a good customer wants a rebate because he pays $3.00 more in a regular way than his friend or others paid at a reduction sale, in order to give salespeople a fair chance, the customer must be made to feel that anything he buys from an employee, he is getting it at the same price as if purchased from the boss. Most customers are reasonable, and when matters are explained in a pointed way, can appreciate the store's position. A good plan is to bring the matter home to the customer's own business. For example, a farmer bought a friend to our store for a suit. He himself had purchased a suit a short while before, and when he brought his friend, the line was reduced. Stock was getting low and sizes broken. The suit chosen was $3 or $4 less than the farmer paid, and he expressed his feelings in more forceful than elegant language. Now, this farmer had a fine orchard, and I asked him what he sold his red Astrachans for at the first of the season. I had bought a barrel from him at $4 and he said that was the price.

"But," I said, and I knew what I was talking about, you sold Mr. Jones a barrel yesterday for $2.

He replied that the season was getting late, and apples would not keep, so I showed him that such was exactly our position. The suit would keep, but its saleability depreciated as the season advanced.

We kept the old customer and got a new one, just by this simple illustration. What applies to the farmer applies to most callings. Rebating should not be countenanced by the boss. Give every salesperson the same chance and stand by him. Goods should be sold, not peddled.

REBATE WOULD INVITE TROUBLE.

Mr. Ballingall's reply:—What did the merchant say? Your very pertinent query under the above caption is one that we clerks are knocking up against very frequently, more especially those of us who are located throughout the smaller centres, where our whole success lies in making and keeping on terms of friendliness with our customers.

Now it might not be amiss at this juncture to discuss the principle which the above question involves, viz.: Would the boss give the rebate? To my thinking the attitude adopted and the reasons governing the same either make or lose your customers, personally, in 18 years experience, I have never known of a rebate under such circumstances, for once you admit in your business dealings that a customer has a claim on you after making a legitimate sale you have paved the way for every Tom, Dick and Harry to call up and get their refund on their last purchase. There is no logical end to this sort of thing.

So much for the context. Now let us get down to business and consider "what did the merchant say?" This is the most trying and troublesome of predicaments for any one serving the public, but withal it is the great trial and opportunity for the display of tact and diplomacy so essential to the successful merchant, or even his clerk.

Continued on page 76

VISIT THE MARKET

WE invite you to visit our warehouse and see the display of Fashionable Fabrics for Autumn and Winter, 1912.

We go in extensively for Exclusive and Novelty lines for both men and women, and our connection with several large manufacturing firms gives us an undisputed ad-advantage in the matter of styles and deliveries.

Fabrics Suitable for Ladies' Tailor Made Suits are shown in large quantities in the Men's Woolen Department

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DEPARTMENTS:

MEN'S WOOLENS — TAILOR TRIMMINGS

LADIES' COSTUME CLOTHS AND COATINGS

HOUSEHOLD LINENS — SILK AND SATIN LININGS

Nisbet & Auld, Limited

32-34 Wellington Street West - TORONTO



Front view Stanley & Bosworth's new store. Actual frontage is 13 feet, but is practically doubled by the arrangement.

New Store for Toronto's Exclusive Section

Stanley and Bosworth, formerly with Bilton Bros., select the north side of the street — Their store has an appearance that accords with the requirements of the trade in that part of the city — Will specialize in English lines — Fixtures that facilitate attractive stock-keeping.

THERE are cases in which the theory that retail business in so-called exclusive sections of large cities confines itself largely to one side of the street has held good, but there have been some notable exceptions. Experience proves that much depends upon the men and their methods, the appearance of the store and the distance of its location from those points on a given street at which activities seem to centralize.

King Street, Toronto, within two or three blocks of Yonge street, has always had the reputation of being an exclusive section, and this fact is probably more emphatic to-day than ever because the south side is sharing its distinctiveness with the north side in a more definite way. In King street, exclusiveness means dignified appearance, fine selection of lines in catering to high-class trade, and an atmosphere that is the direct opposite of that which pervades the vicinity of a bargain counter.

CHOOSING THE LOCATION.

When R. T. Stanley and W. H. Bosworth, formerly of Bilton Bros., in King street west, chose the north side as the location of their new store, it was not without considerable observation as to relative opportunities apparent in the number of people passing to and fro. They concluded that, from that point of view, one side was as good as the other, and after weighing the theory that tradition and other intangible things were in favor of the south side, they decided in favor of the exception.

In every particular, their store, No. 92 King street west, is calculated to appeal to the class of trade which gives men's wear business in that section of the city a distinctive character. In appearance, it has neatness interpreted to a nicety. Although it has only 13 feet frontage, the windows are arranged so as to give a display space that is practically double the actual width of the store. A vestibule eight feet square



Custom shirt department and general interior view of Stanley & Bosworth's new store, Toronto. See descriptive article. Note fixture on left in lower cut, with space for unit displays, also artistic groupings on table and cases.



Brown, Montgomery & McMichael
Advocates, Barristers &c.

ALBERT J. BROWN, K.C. W. PRESCOTT SHARP, K.C.
GEORGE H. MONTGOMERY, K.C. ROBERT C. McMICHAEL, K.C.
WARWICK F. CHIPMAN. RENNIE O. McMURTRY
WALTER R.L. SHARP

Cable Address JONHALL

Dominion Express Building

Montreal 7th August 1912.

Messrs Tooke Bros., Limited,

MONTREAL.

Gentlemen,

We beg to advise that the transfer to you of the exclusive license under Patent No. 139,040, to manufacture men's and boys' shirts in the Dominion of Canada with "Faultless Nek-Gard" has now been completed. Under this transfer the patent and all rights thereunder pertaining to men's and boys' shirts are now controlled by you, and you have the sole right to manufacture in Canada shirts with this new device.

Yours faithfully,

Brown Montgomery & McMichael

As the above letter shows, we have secured the exclusive rights to manufacture in Canada shirts on which this Patent Nek-Gard is used.

In our Spring Line of Shirts for 1913 we are introducing this already popular improvement which will be known in Canada as the

"TOOKE NEK-GARD"

THE TOOKE

PATENT NEK-GARD



"The greatest thing that ever happened to a shirt"

This Patent "Nek-Gard" has been a tremendous success in the United States, and has proven as necessary to the shirt-wearer's comfort as is the back cushion band now in universal use.

In Canada this Patent "Nek-Gard" can be used only on Tooke Shirts. This means that more men than ever will buy Tooke Shirts. The addition of the convenience and comfort of this "Nek-Gard" makes Tooke Shirts different from any others on the market, and still further emphasizes their superiority.

TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear and Importers of Men's Furnishings

Winnipeg Warehouse - - 91 Albert Street

and flanked by windows, each having a depth of 2½ feet, has been formed, and in these men's wear units, furnishings on one side and custom-tailored garments on the other, can be very effectively arranged. The floor of the vestibule is tiled, with the name of the firm, "Stanley and Bosworth" contrasting.

ARRANGEMENT OF FIXTURES.

The store has a depth of 80 feet and includes the following departments—men's furnishings, occupying about 30 feet of the length; custom-made shirt department, in a recessed space 10 x 8 feet; a private office similarly arranged; the custom tailoring section in a wider portion of the store, with a space about 30 x 20 feet, and stockroom in the rear.

A fixture that suggests many advantages in displaying stock effectively and at the same time keeping it in excellent condition, is that which equips the furnishings section. It is 28 feet over all, is eight feet high and is divided into three parts—neckwear, gloves, and shirts, with different sized receptacles for each. Neckwear is in the section nearest the entrance and this portion of the case is in three parts. The base is for stock, and has sliding doors with a corner space for unit displays. The middle section is divided into glass fronted drawers, those for neckwear being 13 inches deep, 12⅜ in. long, and 2⅞ in. high. By the use of these drawers it is possible for the salesman to handle his stock with greater facility, keep it in very neat condition, and shows sufficient of the article to enable the customer to make suggestions should he notice a preferred color. The glove drawers are built on the same principle, the dimensions of each being 12¼ in. deep, 10⅛ in. long, and 4¼ in. high. Special drawers for shirts are each 10⅝ in. long, 10 in. high, and 22 in. deep, while the open shelving of the store is 34 inches long and 10 inches high. The upper section of the fixture is in the form of a series of display cases each 69 inches long and 22 inches deep. These can be very effectively trimmed, as shown in the views of the store and suggest an enclosed ledge trim with loss from exposure of goods eliminated. A three foot mirror section is in the centre of the fixture and in front are two glass display cases and a counter-high cabinet for shirts. All three are used to advantage for attractive units, while on small tables and chairs selections from a very choice stock are suggestively arranged. In the custom shirt department the materials are neatly arranged in shelving on each side and in the centre is a table for display.

The woodwork throughout is in fumed oak, the floor being of polished maple. A soft, steady light, agreeable to the eye, and complementary to colorings and weaves is shed by a series of large, white lamps.

KNOW WHAT TERM "EXCLUSIVE" MEANS.

Having been associated for some years with a King street firm, that of Bilton Bros., both Mr. Stanley and Mr. Bosworth are in excellent position to know the requirements of the trade in that section of the city. Their store suggests the importance that here attaches to the term exclusive. Mr. Stanley was with Bilton Bros. for ten years, having charge of the furnishings and custom-made shirt departments. For two years he conducted their Winnipeg branch, and has had extensive buying experience. Mr. Bosworth was with that store for five years as cutter and designer, and to him the proposition is by no means unfamiliar. Both men have wide connections, and are in every sense well equipped to make their store the centre of a large share of King street trade.

SPECIALIZE IN ENGLISH LINES.

"It is our intention to specialize strongly in English goods," said Mr. Stanley, "and we shall pay considerable attention to personal designing with a view to exclusiveness. So far as our advertising is concerned, we shall, in addition to the newspaper, use a carefully selected list and issue neat folders regularly, calling attention to special features. Efficiency of service will, however, be emphasized as one of the strongest factors in maintaining the confidence of our customers."

Would the Boss Give a Rebate

Continued from page 70.

In the first place let us suppose the merchant was in the habit of having a periodical sale, which would be common knowledge to all his customers. If so, and such a case arose he could answer thus: "Well sir, you know when you made your purchase, that we sold you a suit that carried every ounce and cent of value for the price charged. You had the very pick of our stock in all its freshness, and free from that mussed and shopworn look that daily handling and trying on of suits causes. You know, further, that we sold you a suit with our reputation behind it. Also, if you remember, when selling the suit to you, I suggested that any time you wanted it pressed up, bring it along and the pleasure would be ours. You have had the satisfaction of having a suit that your friends have admired on you. As witness your friend here getting one very similar, and which your friend is $3.00 in, it is on me, though sheer force of circumstances, backward seas on bills coming in, and all the other little extras, that have compelled me to make him a present of the suit, plus the cost. Now, we have always used you well, given you always a square deal, and I'm sure we're not to be bad friends over this."

I think the purport of the above monologue, spoken suavely and tactfully will prove to your customer your own square methods and do much towards convincing him that you know your business, how to handle it, and how to keep and prosper it.

ADHERE TO PRICES.

W. C. Forman:—A wise merchant will establish certain rules for the guidance of his business, so that each customer will receive the same treatment at the hands of his employees, and at his own hands.

These rules will be made known to his employees, and he should insist in a kind, yet firm way that they be carried out in the conduct of his business, and he will see that his own actions conform to the rules he has established.

"Monarch Knit"



M53

Sweater Coats

LOOK THROUGH YOUR STOCK OF SWEATER COATS

Possibly you are out of some colors or sizes. Send us your sorting order. Our Mail Order Department is at your service.

Shaker Coats

Our Shaker machinery is of the very latest type, producing strictly full fashioned garments. If you want knit goods of quality, style, and expert workmanship buy "MONARCH KNIT."



M33.B

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at:

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO



Fixtures used are pedestals, trouser stands, vest forms and a 23 in. triangle board made of 1 in. stock. Cover triangle with shirting and place upon easel and coil around same to floor. Wrap remaining goods around boards the width of goods, and rest against shirt easels. Pin a shirt with torn paper to top of same, then do same with vest on top of triangle. Cover vest forms with shirts and then place vest upon same, showing both buttons and button holes. Place a cane through shoulder of vest, with sleeves draped over each end, then pin cuffs on top of shoulders. Flowers in vase are placed on haberdasher in rear of triangle. Shirt in rear of window is fastened to a trouser stand by coiling sleeves around cross bar of stand.

A merchant should make it a point to see that all the goods he offers for sale are marked at prices which make them to be good value, then the merchant will be in a position to have one price only and to stick to it always.

It may, however, be found that goods which are good value, do not sell, or are slow sellers, and it will be needful to reduce the price in order to move them out.

As long as they are offered at the first price they were marked, every purchaser should pay that price, once they are marked down every customer should pay the marked down price.

In this case we would say:—"Well, now, let us look into this matter and see how it works out. We want to be fair, and we are ready to believe you only want the fair thing, so I think we'll get on together."

"That's right, I only want a square deal."

"The price when you bought your suit was $18.00; had Mr. Jones, who bought a suit to-day for $15.00 bought then, he would have paid $18.00, no more, no less. To-day you can buy it for $15.00, same as Mr. Jones pays."

"Oh, yes, but I don't want another suit."

"Do you remember what you told me when you bought it, how that it was a better suit than one they asked you $20.00 for across the street."

"Yes, that is so, it was good value at $18.00, but here Jones gets one for $15.00."

"True! do you remember the set of furs you bought for your wife for $30.00. The same day you bought the suit?"

"Yes, I do."

"Well, we had to get some more of the same furs and they have advanced in price. We have to sell them now for $35.00."

"Oh, is that so. I hit it alright there then."

"Now, if I ought to allow you $3.00 rebate on the suit, don't you think it would be equally fair to ask you to pay me the $5.00 advance on the furs?"

"Well, really, I suppose one is as fair as the other, so I guess we'd better call it even, and let it go at that."

"Yes, it seems to me the fair way is to buy to-day's goods at to-day's prices, and to-morrow's goods at to-morrow's prices, and stand by our purchases whether prices go up or down."

"Sure, I believe you've struck it right."

F. O. Hollis, Brampton:—Sorry you happen to have just bought a suit similar to that which we have now reduced, but it only goes to prove that our sale is genuine. We do not consider we have done you any injustice. We gave you good value or you would not have bought it.

At certain times, in order to stimulate trade or clear out certain lines, we put on a special sale, and it just happened to be a few days after you had purchased yours. The chances are such an instance wouldn't happen in months again.

We have sold dozens of these suits, so you can readily see we couldn't return your money without doing so with others. The chances are that you have bought at our sales goods much below the standard price, so you see it works both ways."

Why Radium?

YOU ask why "Radium" hosiery for men is most popular with the well dressed man—well, here is your answer.

"Radium" Hosiery fits, and that word is most comprehensive; it means not only the shape when bought first, but the shape after it has been worn and washed. "Radium" hosiery has that refined, clean cut finish which spells popularity with your better trade, and more than all, it wears well because it is made of the best yarns, properly dyed.

The price, too, is reasonable, and from your standpoint, Mr. Merchant, the profits are good. THAT'S WHY YOU SHOULD HANDLE "RADIUM."

PERRIN FRERES & CIE.
28 Victoria Square, - MONTREAL



Above Them All

For downright satisfaction, there is one brand of boys' bloomers that stand supreme above all others. That is

LION BRAND BLOOMERS

They are bought in preference to other brands by the parents who know.

WRITE FOR SAMPLES

THE JACKSON MFG. CO.,
CLINTON, ONTARIO
Factories: CLINTON GODERICH EXETER

"KING EDWARD" SUSPENDERS

Retail 50 c. Price



Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Retailers to Adopt Standard Stock Record

Committee in session at Chicago consider the merits of different methods — Three simple and practical forms adopted — Clothing record to keep track of customer's name, address and size of every suit sold — Preventive against over-buying will be of great benefit to smaller merchants

A COMMITTEE of retail clothiers recently met in Chicago to discuss a stock keeping record plan, their argument being that one of the greatest problems confronting them to-day is the correct tabulation of stocks.

After a thorough study of the numerous clothing records from all parts of the country, three simplified and practical forms were drawn up and adopted by the committee of the whole. One is a stock record, showing swatches of the garments, and spaces for the checking of daily sales from the sleeve tickets and sales slips. This record sheet also has space for the name and address of the customer, name of salesman, cost of alterations, etc. The second form is a permanent stock record to be posted at intervals from the daily record. The third form was a sleeve ticket. These three forms will be perfected and copyrighted by the committee, after which they will be placed in the hands of stationery houses and printers on a royalty basis. Whatever sum is derived from their sale will be used in furthering the work of the clothiers' organizations.

The sub-committe on records for hat and cap stocks, furnishing goods and office forms will gather their data and report at a future meeting of the committee as a whole. The idea of the organization is to compile a practical and complete set of store records from sales slips to bookkeeping forms.

RECORD OF CUSTOMER'S NAME.

One feature of the clothing record adopted at the meeting, according to Men's Wear, New York, is the space for keeping track of the customer's name, address and the size of every suit sold. While a record of this kind is not always considered practical, in the largest stores, some of the clothiers present at the meeting considered it an invaluable feature. As one of them put it: "If John Jones buys a suit of a certain size this spring I can almost count on John Jones being a customer for that size next season. It also gives me a very valuable check when a cretain style or fabric goes wrong. For instance, I sell a half dozen suits of a fabric which the maker guarantees and I guarantee to my trade that they will not fade. In a few weeks one of my customers brings back one of these suits and shows me it has faded badly. Of course I can make good with him immediately; but what of the other five if I have no record to whom I sold? They may be the kind of men who will not kick, but will just remember how I beat them and, without saying a word to me, transfer their trade to another store. With this record I can look up the five other purchasers of that lot and write them a letter stating I have found the suit I sold them was not what I guaranteed it to be and ask them to call at the store so that I can adjust the matter. In addition these names give me a live mailing list. I can write personal letters to people of a certain size." Another feature mentioned at the meeting was the value of having a lot number which will tell at a glance the age of a garment. One member present stated that when he started in business seventeen years ago he placed the letter A in front of the lot number on all stock. The next year the letter B, and so on. Now, at a glance, he can tell how long a garment has been in his store.

PREVENTIVE AGAINST OVERBUYING.

Accurate stock records are one of the safest preventives against overbuying. Manufacturers in the United States hail the movement as one which accords with the principles which they have advocated for years. One of them is credited with the following statement: "The manufacturer makes money only as long as his customers make their business pay. For this reason it is obviously of great benefit to the maker to deprecate overbuying by the retailer. This, in my mind, is a greater evil than underbuying. It is true in a measure that many retailers have inefficient methods of keeping stock and are thereby led to buy more heavily than they should. I should certainly be in hearty sympathy with a movement to impress upon retail clothiers the advisability of paying greater attention to stock keeping details.

"I must say, however, that the larger dealers—the most successful ones especially—have the science of stock keeping down to a finer point than many suppose. Most of these turn over their stock completely during the season. Having funds to advertise and draw the public. It is the smaller fry, who are unable to draw the crowds through publicity media, who find themselves 'stuck' with last year's deadwood and it is in this direction that the movement in question should take its course. Despite his smaller stock, and the corresponding simplicity of keeping track of it, it is the smaller retailer who chiefly needs education along this line. With his limited funds and the consequent need of his stock being constantly in motion, the gathering in of such loose ends as the wastes incidental to ignorance of stock conditions is of vital importance to him.

"Other points closely related to this one of stock accuracy should be impressed on the retailer. There

Concluded on page 81.

CLOTHING FOR MEN AND BOYS

The opportunity of the boys' and children's department — Interesting the men of to-morrow — Peculiarities of the business require tactful salesmanship — Present demand, Fall deliveries and Spring lines keep makers busy

THE end of the vacation season is now approaching and this means an opportunity that should help in the introduction of new Fall lines, particularly in the boys' and children's department. This is a class of trade which every men's wear store can afford to develop. Not only does it bring them into contact with the men of the future but it also interests the parents, and that is important especially at the opening of a new season.

Not a few men's wear stores have considered it advisable to go after the "little men's" trade by adopting a system calculated to center interest in their store. The presentation of birthday favors is probably one of the most successful of these. With very little attention it works automatically, gives the merchant an excellent mailing list, and informs him upon many matters useful in his business. The distribution of souvenirs in connection with any special event is also a trade-winning method that never fails to create a favorable impression—and it is an impression which works for the store long after the sale has been made. Merchants who have specialized in this class of trade will declare without hesitation that once they obtain the patronage of the children of a household, the other older members are a much easier proposition.

In many stores where space can be afforded, the boys' and children's department are given a distinctive position, in charge of a salesman who is competent to handle the business satisfactorily. This is in itself one of the most important points in conducting such a department. In nine cases out of ten the boy is accompanied by his mother. Women are always looking for values, and it will require infinite tact on the part of the salesman to meet that instinct intelligently and when it is all over, assure himself that the sale has been satisfactory. With the great variety that is now shown in boys' clothing the proposition is not becoming an easier one, but the man who knows his business, so far as the juvenile department is concerned, has one of the greatest levers for general business development. In men's wear stores, as in every kind of store, the feature that attracts the children will surely pull much other business as well.

Moderate Styles for Spring

"We have just put through a large shipment of clothing for a firm in British Columbia for present selling. We are rushed with our Fall stuff in order to have it in the hands of our customers for early business, and our Spring fabrics are now coming in, so that you see we are fairly rushed." Thus did a manufacturer size up the present situation in the clothing market. He expected to make his first displays of Spring garments about the end of August.

In Spring styles there does not promise to be any marked departure from those that were featured the past season. The demand is still for conservative lines or moderate English form-fitting type with natural shoulders and rolled lapels. The whole trend of style, both in the cutting of garments and in the fabric colorings is toward moderate effects. Blues, browns and greys will still be the highly favored colors for Spring staple business, but even the novelty fabrics show that quiet, subdued toning so characteristic of the present preference in men's clothing will rule.

To Adopt Standard Stock Record

Concluded from page 80

should be outlet, for instance, for the little fellow's odd sizes. The 44 that is kept on the shelf year after year gathering dust is a positive loss of course. The larger dealer, as I say, can advertise and dump this 44 on the public. It is not right and fair that the small dealer should be choked up with this sort of fungus. But if there is no remedy for such a condition at this time, there is, at any rate, the opportunity for the little fellow to make up for this loss through blocking other leaks. Poor stock keeping methods constitute one of the most threatening of these."

Retail merchants of Toronto are protesting vigorously against the imposition of a $10 tax on electric signs. The by-law also requires them to give bonds for the security of the sign. The members point out that through these signs the civic streets are given greater lighting and a more businesslike and attractive appearance.

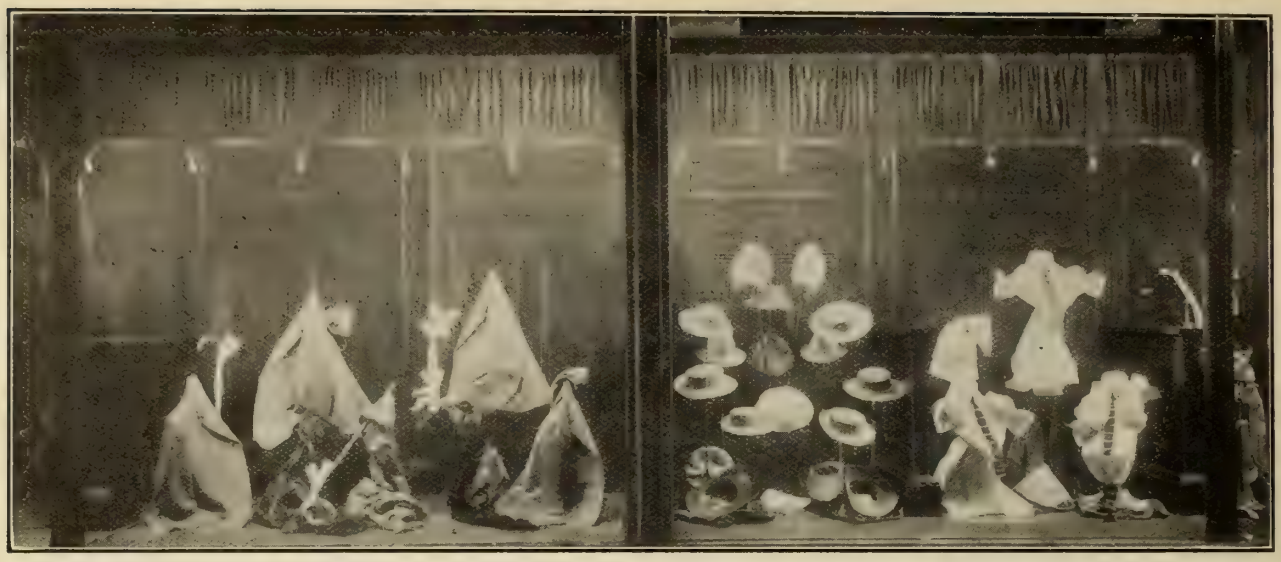


Fig. No. 2. Windows lighted with scoop reflectors placed 24 inches from centre to centre. A very open and brilliant effect is the result. See page 87.

Windows Demand Efficient Lighting

Conditions existing in front itself and in its surroundings must be carefully considered — Relative values of various colors in reflecting rays — Some faulty methods — Penny wise and pound foolish policy

By Joseph M. Weimer.

SUCCESSFUL show window lighting depends greatly upon the conditions existing in the windows, such as backgrounds, ceiling, floor and the proper placing of the light sources, as well as the proper type of reflector and lamp. To light a show window brilliantly and evenly without excessive cost, use of excessive wattage, is the goal for which we have all been striving.

Years ago it was found that the ordinary method of show window lighting was not efficient and that each individual type of show window required special treatment. In the past ten years there have been designed a number of special reflectors for use in show window lighting. These refletors have been made for use with various types and sizes of lamps and for the lighting of windows of different dimensions.

No attempt is made to light high, shallow windows with the same type of reflector which is used for low, deep windows, but average windows of the various types have been taken and special reflectors designed which would project the light rays in such a manner or at the proper angle so as to cover the background and floor of the window with a perfect and even distribution of light. The size and shape of the window determines the type of reflector which is used. The number of reflectors used depends on the intensity of the illumination desired. This is the most difficult part in engineering the lighting of show windows. So many things have to be considered in determining the degree of illumination necessary to make the window lighting a success.

Street lighting, neighboring windows, goods to be displayed, location of the store as to whether same is on a main street or a side street and the conditions existing in the window itself must be considered. We must take the background, ceiling, floor and the fixtures used for making displays into consideration. Light treatment of background, ceiling and floor mean a great aid to the lighting of the show window.

RELATIVE VALUE OF COLORS.

Scientists have made exhaustive tests as to the relative values of various colors in reflecting light rays. Some time ago an article appeared in the American Architect showing the results of tests made in Germany and printed in a German scientific journal, which were as follows:—

Dark blue reflects 6½ per cent. of the light falling upon it; dark green about 10 per cent.; pale red a little more than 16 per cent.; dark yellow 20 per cent.; pale blue 30 per cent.; pale yellow 40 per cent.; pale green 46½ per cent; pale orange nearly 55 per cent.; and pale white 70 per cent.

You will note the large amount of light which is reflected from white, 70 per cent. Compare this with the blue, 6½ per cent., green 10 per cent., and red about 16 per cent. The foregoing table shows pale yellow as reflecting 40 per cent. While this is not nearly as great as the percentage of light reflected from white, still it is much greater than such colors as blue, red or green. This argues well for a background made of light oak, maple, or any of the lighter finished woods.

Beaver Brand KNIT GOODS

BEAVER BRAND

NOTE the neat tailored style of the Men's Beaver Brand Sweater Coat.

This is the prime reason for its popularity with the better trade, and why the well dressed class of trade, whose business pays best, insist on the "Beaver" brand.

We make men's, women's and children's Knit Goods of all kinds, including: Toques, Mufflers, Sashes, Mitts, Gloves and Hosiery.



R. M. Ballantyne, Limited

Manufacturers of the well-known Beaver Brand Knitted Goods

Stratford, Ontario

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

MAPLE LEAF BRAND UNDERWEAR

embodies all the good points of high class underwear at a popular price. There will be a bigger demand than ever for this brand next season.

Write for samples.

THOS. WATERHOUSE & CO., Limited
INGERSOLL - ONTARIO

MONTREAL:
Watson, Weldon & Company, Coristine Bldg.

Wreyford & Company

Toronto

WHOLESALE MEN'S FURNISHERS

Dominion Agents for

YOUNG & ROCHESTER, London

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO., London

High Class Hats and Caps. Latest shapes The "Inver" and "Lothian"

AERTEX CELLULAR

Underwear and Shirts, Union Suits and Shirts and Drawers, stocked in Toronto

T. H. DOWNING & CO., Leicester

Manufacturers Hosiery, Knit Goods, etc.

COHEN & WILKS, Manchester

Rain Coats for Men and Ladies. Rubber and yarn-proof. See our Hand Spun Coat—The "Thoroughbred."

Now showing Fall Samples
Spring Goods in Stock

A window, which is finished in light oak, can be lighted with much less wattage than a window which is finished in dark mahogany; likewise, a window in which white goods are displayed, can be lighted much more economically than a window for a display of dark clothing, furniture or hardware, such as stoves, tools and goods of a like nature.

LAMPS AND REFLECTORS.

It is impossible to establish a set rule as to just how many lamps or reflectors to use in any window without some knowledge of the existing conditions. In some cases clothing store windows have been lighted with lamps placed every 30 inches, and the windows were very attractive. In other cases, windows of the same general dimensions displaying about the same line of goods, have been equipped with lamps on 18 inch centres, and the result was not as good as far as attracting the attention of the public. In one case, the windows were on a street, which was not very well lighted and the neighboring merchants were not progressive enough to properly light their windows. In the other case, the windows were on a brilliantly lighted street and the neighboring windows were all very well lighted. The contrast in one case made the window stand out very prominently, while, in the other case, there was practically no contrast to speak of, and no matter how much energy and thought the window trimmer used in his displays, he could not put the pulling or selling power into the windows that his efforts deserved. The merchant in this case was saving about 20 cents per day on his former window lighting. His windows were better lighted than formerly and he thought that was all that was necessary. A few cents more a day would have made his show windows brighter than any of the neighboring windows. They would have attracted greater attention, produced more sales and furnished an incentive for the window trimmer to use his best efforts in arranging displays.

NOT GETTING MONEY'S WORTH.

The old adage "Penny wise and pound foolish" is one which can be rightly applied in many cases of show window lighting. Many cases are seen where merchants spend large sums of money building expensive backgrounds and ceilings in their windows, using beautiful woods, putting in fine parquet floors, and then equipping the windows with inefficient lighting equipment, or, in some cases, spoiling the effect of good lighting by placing large chandeliers in the centre of the windows. It often appears as though the merchant was trying to show the fixture or advertise the lighting companies.

Some time ago a very common method of show window lighting was the "border" lighting, that is, placing the light bulbs along the top and sides of the glass. This is a form of show window lighting which is most inefficient, the lamps being placed between the goods displayed and the public with the result of lessening the seeing power of the eye, as to see the goods displayed you must look beyond the source of light. The effect of this kind of lighting on the eye could be very easily demonstrated if we were to place a large lighting unit between the audience and the platform. It would be almost impossible for anyone to see with any degree of comfort what was taking place on the platform.

The very poor results derived from this method of show window lighting are evident and very few installations of this kind are now being made.

For a time outside arc lighting was attempted, but this is used very little at the present time. One can occasionally see a small store where the show windows are lighted with outside gas arcs, but these cases are rare.

NO GUESSWORK.

In engineering the lighting of show windows, nothing can be left to guesswork. It is necessary to know just what various reflectors will do when used

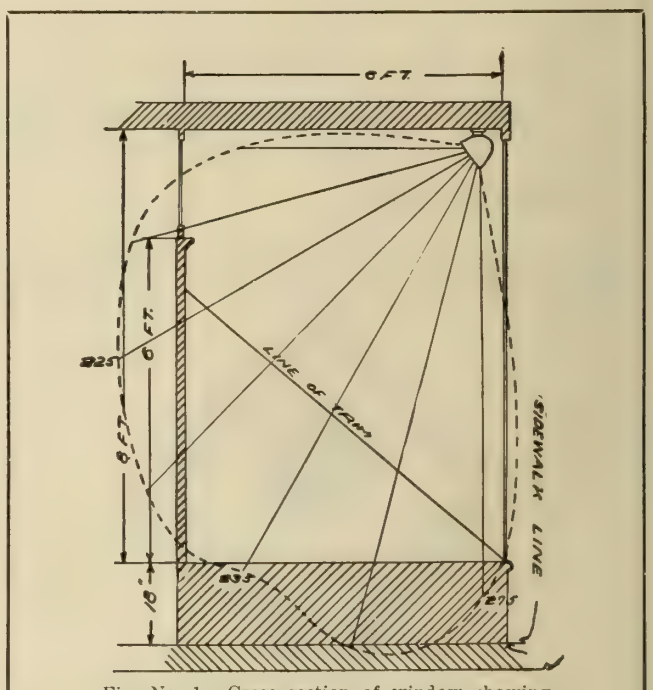


Fig. No. 1 — Cross section of window showing distribution of light. See article.

in connection with the proper size and type of lamp, and from the curves showing the candle power produced at various angles by reflectors. It is possible to determine the reflector which should be used in any style of window.

LOCATION OF LIGHT SOURCES.

The light sources or lamps and reflectors should always be placed as close to the plate glass in the front of the window as possible. The direction of the light rays is very important. The light rays should strike the goods on the same side and from the same direction in which the people are looking

Concluded on page 87.

The Finest Sweater Coat in Canada



Is without question that now being manufactured exclusively by the C. Turnbull Co. of Galt.

This is a sweater which will be in great demand by those who want something really good.

Every good merchant knows the quality of CEETEE UNDERWEAR. Every Sweater Coat is made with the same care—same process—same quality of wool workmanship as CEETEE underclothing.

Every join—seam—pocket, etc., is KNIT, not sewn, together. Every Sweater Coat is full fashioned and made from 6 strand pure wool. Send in your orders NOW and get the cream of your trade.

There is nothing in Canada or the world that can compare with

Turnbull's Shaker Knit Sweater Coats

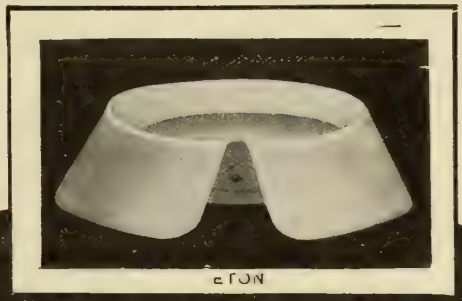
Manufactured only by

The C. Turnbull Co, of Galt, Limited, Galt, Ontario

448

LINOLO COLLARS

Stand Where Others Fail



THE COLLAR FOR FATHER AND SON.

Made in all the best styles for men and boys, including the popular "Eton" collar for the younger boys.

"LINOLO" WATERPROOF LINEN COLLARS

are made with or without non-corrosive, aluminum eyelet. Send for samples.

We extend a cordial invitation to merchants visiting Canadian National Exhibition to call and see us and learn more about our Linolo Collars.

The Smith-D'Entremont Company, Limited

1475-77 QUEEN STREET, WEST
TORONTO

Catalogue Sent On Request

Greater Efficiency in Window Displays

Predominating note at Annual Convention of American Window Trimmers in Chicago — Draping demonstrations, unit display, illustrated talks, show card and air-brush demonstrations — Proposal to make improved store front and window displays a nation-wide movement — Co-operation of merchants, window trimmers and advertising men sought

THE display window as a practical advertising medium was the predominating note at the 15th annual convention of the National Association of Window Trimmers at Chicago, August 5, 6, 7 and 8. More than 500 decorators were present. The programme was instructive, practical and entertaining throughout, and the meetings were in every sense a success, emphasizing as they did the high standards that have been developed in the art of decorating as an effective commercializing force.

Features were the draping demonstrations, talks on show card and airbrush work, illustrated addresses on window and interior decorations, store and window lighting, construction, and the importance of the window trimmers' work as an advertising adjunct.

SHOW CARD DEMONSTRATION.

L. O. Butcher and G. Wallace Hess, Chicago, gave two very interesting talks on show card work. Mr. Butcher's address appears in this number. Mr. Hess discussed some of the problems of show card writers such as alphabet formation, speed, cost and the advisability of combining the card-writer's and window trimmer's duties with the object of becoming still more valuable to the employer.

Harry C. Davis, decorator for M. L. Rothschild, gave a clever demonstration of Men's wear units and displays, and N. C. Stalcup, Burson Knitting Co., explained the proposition of manufacturers' hosiery displays, and put up one of the series of windows now being run by his firm through co-operation with merchants and window trimmers.

Edward N. Goldman, Selfridge & Co., London, Eng., gave a short talk on differences in window dressing in England and America and the gradual changes taking place in London, Eng., in the methods of window and interior trimming.

Will. H. Bates, Koster School, Chicago, draped several improved model figures and forms in fashionable effects showing many new ideas in Fall draping, suit, coat and dress styles, including the pannier. One drape was shown on a living model. The posing and trimming treatment of this display was full of suggestions to be carried out during the openings.

ILLUSTRATED TALKS.

In the evening, Jerome A. Koerber, Strawbridge & Clothier, Philadelphia. presented his illustrated lecture, emphasizing the importance of merchandising windows and the business side of decorating. During the showing of beautifully colored displays, windows, interior and special exhibits, several subjects of vital interest to the average window man were touched upon, such as proper recognition of assistant's ability and necessity for harmony with buyers and heads of departments; growing importance of decorators in advertising and merchandising; care of materials on display and methods adopted in checking goods between departments and windows. While inspiring a trimmer's confidence in his ability to succeed the talk included an educative criticism of window work and impressed upon decorators the value of commercial decorating.

WINDOW CONSTRUCTION.

Joseph M. Weimer. of The Curtis-Ledger Fixture Co., spoke during this session on window and store illumination, dealing with each phase of this problem from a practical and scientific standpoint. The suitability of different lamps and reflections to various windows was explained by means of lantern slides. Correct and incorrect angles of reflection and best combinations of reflectors, according to the size and shape of windows to be lighted were shown. Various widows of many kinds of merchandise were shown to compare proper and improper lighting in the same space. All modern methods of store front construction were handled with a view to maximum efficiency in lighting.

Wednesday morning, Jerome A. Keorber gave his demonstration of figure draping and emphasized speed and proper care of goods used. Two stylish, full-figure drapes were quickly made, combining soft silks. laces, ribbons and buttons on a dress form of original design. Examples of how to tie a bow knot and make a "Pompadour" bow by arranging seven shades of ribbon at once appeared easier than decorators usually find in doing it. Possibly, the most forceful lesson of this feature was conveyed in the skill of handling and in retaining freshness of materials.

George H. Kranenberg, of Grand Rapids. gave a demonstration which appealed to many trimmers as a new field of opportunity, namely, plastic relief as applied to card and window work by the use of stencils and relief bulb. Some beautiful designs and color formulae were made and explained. Any of

S. B. Vanhorn, National Cash Register Co., also spoke upon the same subject, referring to excellent results of an experiment in Dayton, Ohio, in which merchants had been induced to put forward their best efforts in display for a certain period and had thus demonstrated to themselves the importance of effective windows.

The proposal was endorsed by the meeting and a committee was appointed to report on the advisability of the campaign. Trimmers will notify the committee as to the opportunities in their respective localities.

R. R. Shuman, of the Liquid Carbonic Co., Chicago, impressed the convention with his cartoons or chalk talk. He discussed several important window features, compared displays and called on the decorators to exalt their calling by greater efficiency and by demanding a proper proportion of advertising allotment in view of the numbers of people to be reached by this department of publicity.

AN INTERESTING LECTURE.

Geo. J. Cowan then gave his stereopticon talk on windows and store front construction of different periods and countries. Several slides brought from London by E. N. Goldsman were shown. The entire talk was entertaining and educative. The views were explained and commented on by Mr. Cowan, from time to time.

For the entertainment of visiting decorators, a moonlight excursion on Lake Michigan and a banquet were arranged.

Windows Demand Efficient Lighting.

(Concluded from Page 84.)

flectors fairly close together and using a smaller size of lamp than would be possible if an extra large size of lamp were used and fewer reflectors. Where only a few lamps are placed in a window and these lamps are of the more powerful type, the result in nearly all cases is that you have a spot light effect in the window directly underneath these large units, where, by placing the reflectors all along the front of the window you distribute the light in such a manner and the light is radiated from so many different sources that shadows and streaks of light are entirely eliminated.

PROPER LIGHT DISTRIBUTION.

Cross sections and floor plans of various windows are here shown to illustrate the distribution curves of the reflectors.

For the average show window, where the depth of the window is two-thirds of the height, we find that the scoop reflector will cover this window best with an even distribution of light, that is, covering the background and floor of the window.

Note figure No. 1 showing the cross section of a window 8 feet high and 6 feet deep and placing the curve of the scoop reflector on same, we find that the distribution of light from the scoop reflector will cover the entire line of trim, that is the place which would usually be occupied by the display of goods. This distribution curve shows that the downward candle power directly underneath the reflector would be about 275. At an angle of 45 degrees we note that the candle power is about 235 and where the light would strike the upper part of the line of trim, the candle power delivered would be about 225, that is with a 60 watt clear bulb Mazda lamp.

The intensity of illumination desired would determine the number of reflectors used. Where the street would be brilliantly lighted, neighboring windows well lighted and the background and fixtures would be of a medium color, that is not too dark, the window would be well lighted by using the reflectors every 15 inches apart. 60 watt clear bulb Mazda lamps should be used in an installation of this kind.

Figure No. 2. This represents a photograph of a window lighted with scoop reflectors. In this window, the scoop reflectors were placed 24 inches from centre to centre. The window was 8 feet high and 6 feet deep. The background was of a light golden oak, goods displayed in the furnishing goods section were of a light nature, the clothing displayed was also of a light nature. The lighting of this window was very even and brilliant, the medium dark background and light goods forming a very good contrast in the window. Where a dark background is used and the street is very brilliantly lighted and dark goods are displayed in the window, it would require more light and the reflectors should be placed closer together. In some instances, where very brilliant windows are desired, these reflectors are placed as close as 12 inches from centre to centre.

(*Continued in September 18th Number.*)

A clothing house in the West is evidently indignant because another merchant appears to be imitating its advertising methods. Here is how he gets after the other fellow: "Still shows no principle. Another one of the many advertisements copied by the so called merchant appeared in Friday's paper. The statement made by this merchant cannot be true as they are merely copied. The same house recently conducted a 'face to face with trouble sale.'"

ZIMMERKNIT UNDERWEAR



1912 Sales Many Times Greater Than Expected

All Records Broken in 1912 by the Force of Quality and our powerful advertising. ::

DURING the summer of 1912, dealers who handled ZIMMERKNIT, sold many more goods on the average than they had planned to sell.

Jobbers' stocks were simply annihilated and we were compelled to operate our plant late into the season to take care of repeats.

This was accomplished in spite of the most discouraging weather conditions in many years. But our strong advertising enthused the public with the ZIMMERKNIT Idea. Those who bought returned to buy again and ZIMMERKNIT outsold all competitors.

ZIMMERKNIT dealers made big profits in 1912. The same dealers will make more in 1913. They are wisely placing orders now for their complete Summer requirements.

They know what they are up against—what a hit ZIMMERKNIT has made with the public—what a powerful sales-aid our advertising is to each of them.

You' too, should sell ZIMMERKNIT this coming season. If you do, your underwear business will expand as it never has before. And you will make a larger margin of profit with a quicker turnover. ZIMMERKNIT need never be sold at a sacrifice to clear it out.

But—order now. Ask your jobber to show you the line. Or write to any of our agents mentioned on opposite page.

RKNIT

A few Special features of the ZIMMERKNIT Line



No. 1064 This is a two-thread combed Egyptian shirt and drawers for men. You will not find another garment in Canada to equal this at 50c. retail. Be sure and see it.

Closed Crotch Combinations In all qualities we embody the best design of closed crotch. This feature provides the maximum of comfort—something better than you have ever seen before.

Mercerized and Lisle Our line of mercerized and lisle goods is above the ordinary in quality and finish. Be sure and see these. Some of the most select stores are handling them in preference to imported lines.

Porous-Knit ZIMMERKNIT Porous-Knit goods are famous for their quality. They give a perfect fit in this light and airy texture—different in quality because they are supremely best.

Boys' Jerseys This popular line is meeting with tremendous favor. We have the widest range to show you.

Girls' Jerseys With square effect necks—something exceedingly fine in quality. Will appeal to every girl. The price is right, and good profits can be quickly made.

Ladies' Combinations A complete line corresponding in quality with our extensive men's lines. The fine shaping of these garments and the perfect quality of yarn and finish which goes into their making ensures their being highly salable amongst women of all classes. This is a line you should study carefully.

E. H. WALSH & CO.
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Agent for Quebec, Maritime Provinces, Manitoba, Alberta and Saskatchewan

W. R. BEGG
TORONTO
Agent for Province of Ontario.

A. R. McFARLANE
VANCOUVER
Agent for Province of British Columbia

Zimmerman Manufacturing Co.
LIMITED

HAMILTON - - - ONTARIO

WEAR

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in [illegible] black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

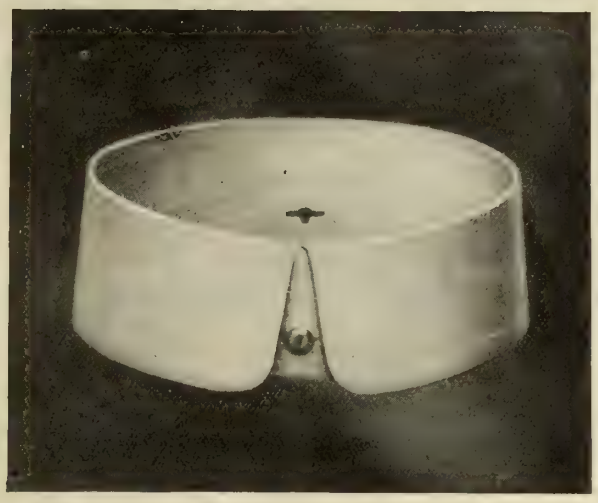
Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.



Certainly—

The collar for you to handle, Mr. Retailer, is the collar that looks best and, at the same time, gives the purchaser absolute satisfaction.

CHALLENGE COLLARS

Our Rubber Brand at $1.80 dozen and our Pyralia Brand at $1.50 dozen are quarter as heavy again as higher priced lines of other makes. Send for sample of our $1.25 Outdoor Brand.

SAMPLES ON REQUEST

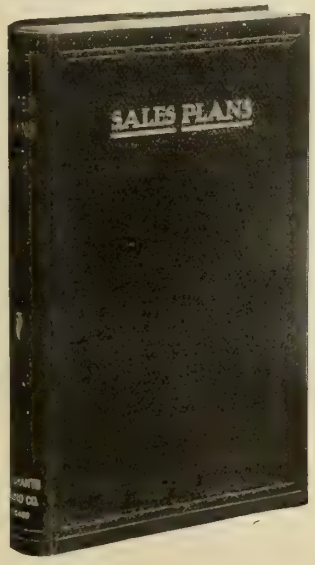
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In other words, are you a manufacturer of garments?

Our buttons are right
Our prices are right
Our styles are right

because we are button specialists and can supply everything you may require in buttons, such as, "Ivory," "Anchor," "Brass," "Hornoid," "Pearl," "Crochet," "Fancy Metal," "Furriers."

Our **Plain, Fancy** and **Combination Covered Buttons** made in our factory are of large variety and very best materials.

We carry the largest range of import Samples in Beaded, Silk and Cotton Fringes, Tassels and Dress Trimmings of every description.

We extend a cordial invitation to BUYERS visiting Canadian National Exhibition to call and look through our line. We can interest you.

A. Weyerstall & Co.

BUTTON MANUFACTURERS
Head Office: TORONTO, ONT.
Branch Offices:
WINNIPEG, MAN. MONTREAL QUE.

NECKWEAR AND ACCESSORIES

Manufacturers busy with Fall and Christmas lines — The return of the polka dot in ascots, derbys and bows — Plain baratheas for Spring — Another manufacturer discusses the price situation — As much to the benefit of the retailer as the manufacturer to feature better grades — Original designing

THE requirements of Fall and Christmas neckwear business is now engaging the attention of manufacturers. The Summer season has been an exceptionally good one, as this is a department that is not generally affected by those adverse weather conditions so unwelcome in the clothing section.

In exclusive stores, some advance showings of neckwear, for the most part imported lines, are now being shown. That polka dots seem to be regarded with favor is evident from the displays of derbys, Ascots and bows in these stores, and while manufacturers state that this neckwear is staple and always appears in their sample ranges, there is reason to believe that spots are returning to a prominent position. At those Summer resorts where dress looms large as a season feature, they are said to have been much worn particularly by visitors from across the line. Recent news from London also confirms this vogue. The spots tend to the large rather than the small order.

NEW FALL LINES.

Persian patterns and colorings, in soft combinations, are also featured in the early Fall lines, and foulards are here a favored fabric. Zibeline silks, introducing a veiled effect, by which the basic color is subdued in tone and a shimmering or "changeant" suggestion produced, are being exceptionally well received. In fact, this is a material which, judging from sales, promises to be one of the outstanding features of the Winter season. Not only are they being used in the popular border end ties, but are also making their appearance in higher-priced neckwear. One house is using handkerchief squares of this material with border ranging from four to six inches, two ties from a square, in flowing-end derbies for the holiday trade. A beautiful line of neckwear and one which is already selling rapidly, has thus been produced.

The persistency with which tab collars have been pushed during the past two seasons, has not been without results. This development has created a demand for Ascots and bows and this is another feature for the Winter season which will be seized upon by manufacturers as a means of broadening their ranges to good advantage.

That plain baratheas will be a feature of Spring trade is one manufacturer's confident prediction.

The neckwear demand still tends in the direction of better prices and it is evident that retailers are realizing their opportunity for this move in the excellent values that are now being featured.

SEVENTY-FIVE THE POPULAR PRICE.

"The time is not far distant," writes a manufacturer to The Review, "when seventy-five cents will be the popular price for neckwear. I am very glad to see that the Men's Wear Review has taken up this question in the way it has because it is as much for the benefit of the retailer as the manufacturer that the trade should be won away from those stereotyped prices which only give a minimum profit. Values on the market to-day compare favorably with those of any market in the world and the same may be said of the materials and designs.

What one of your correspondents says with regard to Toronto is true, that it is the cheapest necktie city on the continent—not from the standpoint of quality, but from a merchandising point of view. Haberdasheries in that city could not only raise the standard, nearer to that of New York, but by doing so would set an example which would be immediately followed by other parts of the older provinces. The West is getting better money out of their neckwear than is the East. I am correct in saying that there the popular price is 75 cents, and I am confident in predicting that it will shortly rule in other parts of Canada as well.

"What the retailer is probably not conversant with is the process of designing special patterns for new neckwear, the weaving of the silk and the final manufacture. When the representative of a silk house calls on a maker of neckwear, he does not for a moment expect to receive an order for so many yards of this, that and the other pattern or weave. Rather are the samples submitted to the manufacturer by way of suggestion as to the fabric itself. He may select certain patterns and require the exclusive right to certain weaves, but his greatest guarantee of exclusiveness is his own ingenuity and originality in designing his own patterns. The vogue of border-ends, diagonals and bars is in fact a tribute to the designers of the neckwear houses. Many of

the best sellers were made up in this way and woven on special cards in the silk mills of Europe. Here is another item. Every time a new design is submitted it means new cards, and a new set-up for the weaving machine. This last change cannot very often be made for less than $25 and a silk weaver must be sure that the order is worth while before going to this trouble and expense. There is a greater degree of art about the production of neckwear to-day than the average retailer realizes. This tends to much higher standards, the minimizing of designs that stick and greater opportunities for better prices.

There has been a very considerable increase, therefore, in the cost of manufacturing, and in spite of this the values that have been placed on the market at 25 and 50 cents have been exceptional. It is time for a change that will mean better profits both for retailer and manufacturer. We would like to hear what the retailers themselves think about it.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the Review do not necessarily hold themselves responsible

Tooke Bros. predict for 1913, a strong preference for neat, clean-cut patterns. In plain shades, whites and light tans will be favorites.

Their range of fabrics for Spring has been very carefully selected, and represents exclusive productions of both European and American markets. They are introducing a great variety of novelty weaves in Barathettes, cross repps, matt weaves, fine light poplins and crepe weaves, all touched up daintily with clean stripes and Jacquard figures. Their showing of the well-known Tooke cloths, "Tokeno" and Near-Silk" is very strong, and they are also featuring the popular "Soisette."

In shirt-making, too, the Tooke 1913 Spring line shows quite a number of novelties which will appeal strongly to a certain class of trade.

Another very strong feature which they are bringing out is the Tooke Patent Nek-Gard, "the greatest thing that ever happened to a shirt," which is illustrated in one of their advertising pages. This "Nek-Gard" has been a tremendous success across the line, and has proven itself as necessary to the shirt-wearer's comfort as is the back cushion band, now so universally used.

Tooke Bros. have secured the exclusive rights to use the "Nek-Gard" in Canada. With this added convenience and comfort, Tooke shirts are bound to be even more popular than ever.

A somewhat unusual advertisement appeared in an American publication recently. It emphasized the fact that all Canada now recognized a certain brand of clothes, the rights to make which had only been secured by a Canadian manufacturer six months ago. The advertisement was illustrated by a model figure standing in Chicago and gazing "in thoughtful pose" at the transcontinental line of Canadian agencies as indicated by half-inch figures at cities worked on a typographical map of Canada. It only took six months to establish this business.



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The most popular day dress Collar made in America

EARL & WILSON
Collars in Canada

Red-Man Brand

NEW SHAPES FOR QUICK DELIVERY

Address all enquiries to
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Comfortable, close fitting, business Collar

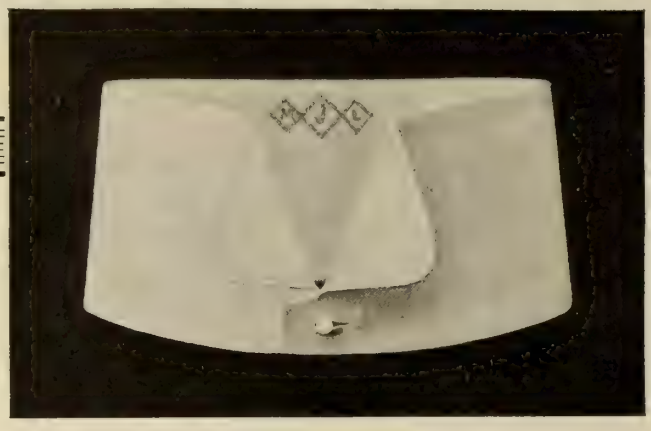
Xmas Novelties Want Xmas Boxes

Hercules Boxes, Limited, pride themselves on the way they make up Fancy Boxes for the Xmas trade. Our Box will sell your goods. Our line includes Beautiful Heads, Figures, Holly and Fancy Florals.

Call and see us, or write to-day your requirements for Xmas.

Hercules Boxes, Limited, 400 Richmond St. W., TORONTO

Please mention The Review to Advertisers and Their Travelers.



TOSCANINI
Front Heights: 2", 2¼", 2½"

HIGH GRADE QUALITY
M J L
MADE IN AUSTRIA

Save The Middleman's Profit

Our Collars are now sold direct to the retailers by our own organization. They are not sold to jobbers as formerly. Our customers get the full benefit of the middleman's profit saved, in increased value in the goods themselves. ¶ Two of the popular styles for Fall in

"M.J.L." Brand, Austrian Collars

are here illustrated. These celebrated collars have a world-wide reputation for being first in style, ideas and value. Our improved Collars should have a place in your store. There is a big demand for goods of this quality. Catalogue showing styles and sizes sent on request.

M. JOSS & LOEWENSTEIN

COMPLETE STOCKS IN

TORONTO:	MONTREAL:	VANCOUVER:
28 Wellington St. W.	59 St. Peter Street	801 Mercantile Bldg.



DORCHESTER
Front Heights: 1¾", 2¼", 2½"



AUSTRIAN SHIRTS

The best that Europe can offer in shirts. Fabrics woven in our own mills.

Our Shirts are custom made and hand laundered.

Our Spring line is most complete and we offer many novelties.

M. Joss & Loewenstein

Offices and Stocks in the principal cities of the World.

PRAGUE, AUSTRIA

Toronto **Montreal** **Vancouver**



Airbrush work by A. A. Daoust, Montreal. The leaves and butterflies are executed in colors, and a very effective card is the result.

Better Ways of Shading Display Cards

Application of the air-brush to every day work of card-writer — Principles that must be recognized — Care of brush, preparation of colors, rules to follow in treating hand-brushed, colored or stencil letters

By L. O. Butcher

IT shall be my purpose to present to you some of the underlying principles in the care of the airbrush, and its application to everyday use in winmade upon the modern window trimmer and show card writer have grown to such an extent, and become of such importance, that he must use every practical method to get the best results with the least expenditure of time. The ability to apply and blend colors rapidly with the airbrush makes it a most admirable tool for the ambitious workman. The airbrush has its limitations. Some things can be done better with either the handbrush or pen. The possibilities of this method of applying color are but little understood except among those who have come in contact with many uses to which it has been put. In practically every kind of work that requires the laying of a liquid pigment in blended tones, it is being done better and quicker with the airbrush than by the old method.

LIFE AND CARE OF AN AIRBRUSH.

I presume of course that every user of an airbrush has made himself familiar with the mechanical instructions sent out with every brush by manufacturers. You should have at any rate.

For the purpose of this demonstration I shall use brushes that have been in constant use for a period of from three to five years. By doing this I will answer in a practical manner a question asked many times as to how long they will last. I have brushes that have been in constant use for fifteen years. The care you give a brush has more to do with its length of service than anything else.

Just a few words on the care of a brush may not come amiss. First of all, keep it clean. No matter how careful you are, color will accumulate in the color passage unless you use plenty of water through the brush after using and before putting away for the day. To clean a brush out thoroughly when it has become clogged up so that it does not give a good spray, there is nothing better than a good paint remover. Alcohol should be run through the brush afterward to clear out whatever remains of the remover. Strong salsoda water is also very satisfactory. After using the salsoda water, blow plenty of clear water through to clear out all traces of the soda. In practically every case this will cean out your brush without the necessity of taking it apart, presuming of course, that it is properly adjusted and none of the parts are either broken or worn out. In that case put in new ones. It will save both time and temper and give you better work.

Another thing that contributes largely to the continued satisfactory use of the brush is straining the color frequently. No matter how careful you are, a certain amount of lint or dust will accumulate in the color or brush and cause trouble. The spray will be coarse or intermittent and sometimes none at all. This is particularly so if you are using a color that has opaque or pigment color in it. Use a moderately coarse muslin for straining. Any pigment that will

not go through the muslin with gentle pressure will in time clog up the brush.

AIR VERSUS GAS AND ELECTRICITY.

A few words about air. For the man who uses his brush only occasionally, or who has time that is not pushing him, the foot pump will be all right. You cannot do good work and kick a pump at the same time. To the man whose every minute counts, the man who wants to concentrate his whole attention on his work, I would advise the use of carbonic gas or electricity. The initial cost of the foot pump and the gas outfit is about the same. The gas must be replenished as the drums run out. The price varies in different localities, presumably on account of transportation rates. The man who has a great deal of work to do with the brush, or has good facilities for using electricity, I would say, use electricity. It is generally advisable to use about 25 pounds pressure. Too low pressure will give a coarse, wooly spray. Too high a pressure will blow the color out in spiderwebs on your card.

SHADING HANDBRUSH LETTERS.

I will first demonstrate some of the better ways of shading handbrush letters, as well as illustrate some of the things not to do. The color used in lettering must be taken into account when shading. All colored or light letters may be shaded and rounded up the same as you would when a stencil letter is used. Any color that will harmonize with that used on the remainder of the card may be used for shading or rounding up. Two colors that can be used under almost any circumstance and with nearly any color scheme, are a blue gray made by mixing Prussian blue and black, and a green gray made by mixolive green and black. You can use for these grays any good opaque color. It must be thoroughly strained after mixing and before using in the airbrush. For quick or temporary work the liquid colors are the best.

Let me offer here a suggestion that will keep pigment colors in good working shape. After mixing to the consistency you intend using it, put into a bottle in which has been placed some common bird shot. No matter how much the color settle, (as all pigment colors will), a few vigorous shakes of the bottle will mix the color thoroughly. The shot grinds up the color and keeps it free from lumps.

SHADING STENCIL LETTERS.

When shading a colored or stencil letter begin the spray not quite to the end of the stem and stop a little short of the other end. This will give the slanting effect, and saves the necessity of making a slanting stroke at each end. It is extremely bad to get the spray beyond the end of the stem. Stencil letters are susceptible of a great many different treatments.

After applying the stencil either a marginal outline, a vignetted ground, or a solid effect can be used. The one selected will depend entirely on the class of design used, or whether none at all is used. In any case the stencil should remain on while the shading is done. In some cases the best effect is gotten by leaving the design and letters with a flat surface. In others to have the design and letters rounded up is better. All rounding up is done after the stencil is removed. When a good many cards must be made with the same wording, cut the letters so that they are all connected. This will save time in applying them to the card.



These two display cards show how effectively airbrush and stencil can be applied. See article.

To apply an even spray of color to a large surface it is best to go over it several times with a light spray, than to try to put it on all at once. The work is cleaner and free from teardrops. Sometimes when a very strong tone is wanted it is best to mix some opaque color with the liquid colors, or it may be used alone if thinned down sufficiently to throw an even spray.

READ NATURE ON COLOR BLENDING.

Practically every one understands the principle of color established by the spectroscope, which gives us the three primary colors, red, yellow, and blue, the secondary colors, orange, green, and violet, as well as all the intermediate shades produced by mixing all three of the colors in varying proportions. I know of no better school for color than nature. Nature does not produce inharmonies. If it produces a delicate tone in one thing everything belonging to that group is delicate. If it produces strong colors, everything that goes with it is strong. If you see warm highlights, you will find directly against them cool tones. If the highlight is cold, the shadows are always warm. It is in the result obtained by placing a cool and warm color together that you get the effect that pleases and rests the eye.

VARIED USES OF BRUSH.

I am so often asked "of what use is an airbrush except to blow a shade of letters and a little smoke in the background?" In fact some who write on the subject place the limitations of the brush at that point, when, as a matter of fact almost any class of coloring that comes up where a blended tone is wanted, can be done better and quicker with an airbrush than in any other way. Artificial flowers, plaster statuary, and all sorts of decorations can be done quickly with it. A pretty good rule to follow is to make the plainest grounds for the fussiest displays, and the fussier ones for the simpler or more massive displays. If the display is light in color, have the darkest tones at the bottom.

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

E. HARRIS CO., LIMITED

73 King St. East, - - Toronto

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FOR SALE.

DRY GOODS, MEN'S FURNISHINGS AND boot and shoe business for sale. On account of other interests the owner of one of the best money-making businesses in the heart of the industrial centre of the Crow's Nest Pass, Alberta, is compelled to sell. Monthly pay-roll of town $30,000, surrounding district $60,000. Turnover $40,000; business run on practically cash basis. Stock $8,000, clean and up-to-date. Modern store and reasonable rent. $2,500 will handle this, with good terms on the balance. (2)



UNSEEN—NAIAD PROTECTS

THAT you may have a larger and better trade this fall is why we suggest that you stock up now with

"NAIAD" DRESS SHIELDS

No line of small-wares can be more staple — none more certain of selling.

—A thoroughly sanitary and hygienic shield—can be sterilized in boiling water—a shield that will not go back on you in stock by going bad—is as good the day it is bought, as the day it is made.

Write us for sample book free and other particulars of the Naiad.

Wrinch, McLaren & Co., Sole Canadian Manufacturers
77 Wellington Street West, :: :: Toronto, Ontario

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."



WHERE QUALITY PREDOMINATES

In carrying Star Brand lines in stock you are not only creating a demand for cutomer-satisfying goods but you will be enabled to fill the rapidly growing demand for better garments.

STAR BRAND SHIRTS
are exclusive in design, perfect fitting and superior in quality.

STAR BRAND NECKWEAR
comes in a large variety of weaves, patterns and styles. Prices right.

STAR BRAND UNDERWEAR
is made in many styles and weights; strictly high class underwear.

Have our representative when he calls show you the complete line of Spring Samples.

VAN ALLEN CO., LIMITED, HAMILTON, ONT.

Please mention The Review to Advertisers and Their Travelers.

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

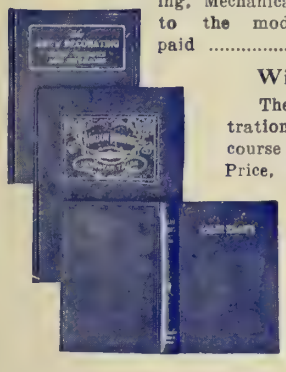
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if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.

The Art of Decorating Show Windows and Interiors

The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

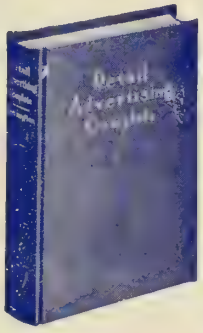


WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

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A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



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This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



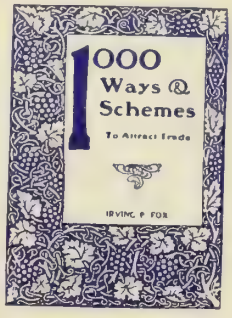
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and a Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

Canadian Styles Number

MANY novelties in Ready-to-Wear Garments and Furs are making their appearance since early lines were announced and placed. These novelties mean a great deal to the progressive store and department. THE REVIEW will pay particular attention to these fashion developments in its September 1st Number. Forecasts for Spring are always suggested by these late styles, and THE REVIEW will also deal judiciously with that phase of the situation.

New Dress Goods, Silks, Trimmings and accessories for the succeeding season will likewise receive careful attention in this number. Watch for it. It will be of direct interest both to your buying and selling end.

DRY GOODS REVIEW

PUBLISHED SEMI-MONTHLY



VOLUME XXIV

NUMBER 17.

September 4TH 1912

Featuring Canadian Styl

TRADE The Sun Bleaches MARK
"OLD BLEACH"

The Green Sward of Ireland's Fields and "Old Sol's" Dew-tempered Rays

BLEACHES "OLD BLEACH" SNOWY WHITE

leaving it uninjured by chemicals and as soft and as full of life as the linens our great grandparents used. "Old Bleach" linens are real linens, bleached by the only true bleaching method —the original Irish bleaching process by the sun's rays.

See the range of patterns now.

R. H. COSBIE

IRISH LINEN AGENCY
30 WELLINGTON ST. WEST - - TORONTO



Rooster Brand Shirts

with stock collars made of **Anderson's Scotch Flannels,** English Box Cloth in Plain Shades, Corduroy in Plain Shades, etc.

Winter Trousers in Hewson's Bannockburn Worsteds and Tweeds, English Whipcord, Bedford Cord and Corduroy.

Mackinaw Coats and Pants
Riding Breeches, and Norfolk Coats
White Coats - Overalls

Robert C. Wilkins Co.

LIMITED, FARNHAM, QUE.

Montreal: 23 Dowd St., - R. C. Wilkins, Jr.
Winnipeg: 63 Albert St., - - T. Whitehead

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway.

Publishing Offices:
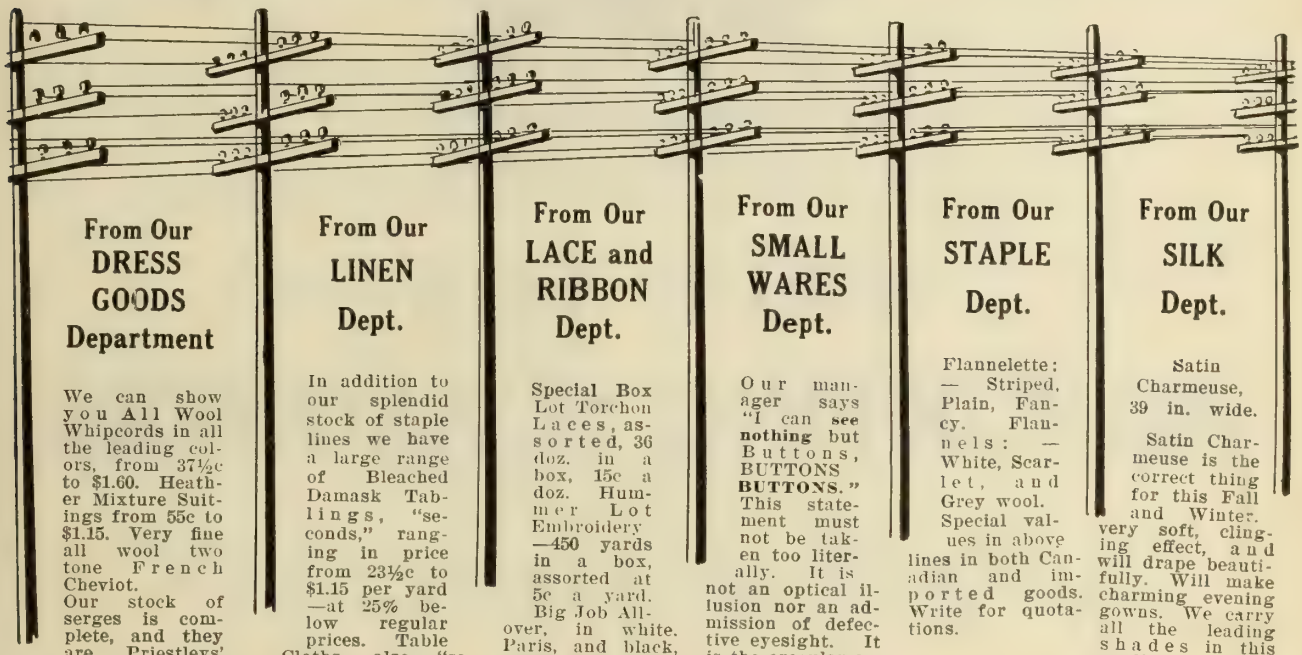
Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

GREENSHIELDS LIMITED
MONTREAL

To the Dry Goods Trade of Canada

WE HAVE

A MESSAGE for YOU



From Our DRESS GOODS Department

We can show you All Wool Whipcords in all the leading colors, from 37½c to $1.60. Heather Mixture Suitings from 55c to $1.15. Very fine all wool two tone French Cheviot.

Our stock of serges is complete, and they are Priestleys' serges at that. We have them in all prices and colors, ranging from 35c to $1.50.

Bordered Cheviots and Reversible Broadcloths will be among the leaders.

From Our LINEN Dept.

In addition to our splendid stock of staple lines we have a large range of Bleached Damask Tablings, "seconds," ranging in price from 23½c to $1.15 per yard —at 25% below regular prices. Table Cloths, also "seconds," sizes 45 x 45 up to 10-16, or 90 x 144—prices from 50c to $5.25.

We call your special attention to our P. C. 13 Cloth 62 x 80 @ 75c, an extraordinary value —union but very sightly and heavy.

Our Christmas handkerbiefs are just being opened up and it will be the best and largest collection ever offered to our customers. Corner embroidered lawn handkerchiefs ranging from 90c to $4.50 per doz.

Mail orders will get prompt attention.

From Our LACE and RIBBON Dept.

Special Box Lot Torchon Laces, assorted, 36 doz. in a box, 15c a doz. Hummer Lot Embroidery —450 yards in a box, assorted at 5c a yard.

Big Job All-over, in white, Paris, and black, at 15c a yard. Lot "A" Embroidery, 3 pieces. Insertions, 6 pieces. Edgings of 12 to 15 inches at 9c a yard.

Hummer lot laces, Vals and Torchons, assorted 60 doz. in a box—25c a dozen.

Special Taffeta Ribbon: Nos. 40, 7c; 60, 9½c; 100, 12½c; in all staple colors.

From Our SMALL WARES Dept.

Our manager says "I can **see nothing** but Buttons, BUTTONS **BUTTONS.**" This statement must not be taken too literally. It is not an optical illusion nor an admission of defective eyesight. It is the oracular expression of a convinced and comprehensive fashion trained **FORESIGHT.**

The season's prevailing fashions will call for an unusual display of BUTTONS — **BUTTONS** of all sizes, form and color. We can supply you from our immense stock.

Make no mistake FASHION will call for BUTTONS.

From Our STAPLE Dept.

Flannelette: — Striped, Plain, Fancy. Flannels: — White, Scarlet, and Grey wool.

Special values in above lines in both Canadian and imported goods. Write for quotations.

From Our SILK Dept.

Satin Charmeuse, 39 in. wide.

Satin Charmeuse is the correct thing for this Fall and Winter. very soft, clinging effect, and will drape beautifully. Will make charming evening gowns. We carry all the leading shades in this quality.

Duchesse Mousseline Satin, 39 in. wide.

This satin is also in great demand. It has a beautifully lustrous finish and the wear is guaranteed in every way, absolutely fast dye, suitable for either day or evening dresses.

All the newest shades for Fall and Winter in stock.

"Timorous minds are much more inclined to deliberate than to resolve."
Lord Chesterfield

Resolve to write us TO-DAY stating your needs and we will satisfy you from the

Largest and most complete Dry Goods Stock in Canada

GREENSHIELDS LIMITED
MONTREAL

DEBENHAMS FOR NOVELTIES



DEBENHAMS FOR NOVELTIES

FALL 1912

SORTING SEASON

We are in an excellent position to supply you with the latest materials and color creations for the Fall sorting season in :—

Silks, Ribbons, Dress Velvets and Velveteens
Millinery Velvets and Plushes
Crepe de Chines, Ninons, Laces, Trimmings
Dress Nets, etc., etc.

Soft, clinging effect silks are most fashionable for evening wear, and are well represented in our stock—Duchess Mousseline, plain colors and shot, Charmeuse, Paillettes, Messalines, Soft Taffetas, etc.

DEBENHAMS (CANADA) LIMITED
TORONTO

DEBENHAMS
FALL MILLINERY STOCK

THE SEASON'S ATTRACTIONS

Ostrich Novelties Paradise Plumage Ospreys

Aigrettes Novelty Wings

Plushes Velvets Silks

Picot Edge Ribbons

HAT DEPARTMENT

Blocked shapes from Paris and New York made up in all the newest shapes and latest materials. Velours, Hatters' Plush, Moire.

Mail Orders—We give special attention to your Mail Orders, and guarantee satisfaction.

DEBENHAMS (CANADA) LIMITED

18 and 20 St. Helen Street

MONTREAL

Wm. Anderson Zephyr

MADE IN SCOTLAND

has a larger sale than any other similar fabric in the world.



¶ Your wholesale dealer will show you a larger range of designs than ever before, embodying the latest word in Gingham styles. ¶ To insure delivery place your order at the earliest opportunity.

Wm. Anderson & Co., Limited

PACIFIC MILLS, Glasgow, Scotland

"IN STYLE ALL THE WHILE'

English Mohairs

Guaranteed by the

never cease to reign as fabrics of fashion; never slack their demand as *staple* merchandise.

The truth is, that English Mohairs guaranteed by the B.D.A. are the most *beautiful* and *adaptable* of *practical* cloths. Note that word "practical."

A mohair skirt or dress or coat is lasting in wear and lasting in style. Dampness doesn't spoil it; dust doesn't dirty it. The fabric repels both.

The illustration shows a tailored suit of Khaki by Redfern, Paris, proving that, notwithstanding the fact that English Mohairs are practical every-day fabrics, their stylish beauty gives them a place in the designing rooms of the world's famous Paris style creators.

A booklet showing other gowns sent free on request to B.D.A. New York Bureau, 235 West 39th Street, New York.

ASK YOUR WHOLESALER FOR ENGLISH MOHAIRS

Guaranteed by

The Bradford Dyers Association, Ltd.

of Bradford, England



STIFEL'S INDIGOS

ESTABLISHED 1835



The standard for over 75 years for making Overalls, Uniforms, Shirts and Coats



Stifel's Indigos received the Gold Medal Award at the Louisiana Purchase Exposition at St. Louis, for the best Indigos made.

YOUR BRAND is the biggest asset of your business, and if you use unestablished goods and they turn out badly, as they invariably do, your label and brand will be blamed.

When you put your brand on an Overall the consumer looks to you for a guarantee not alone of the make and of the fit, but of the fabric, and if the goods do not wear well your label will be blamed.

If your established brand is backed up by the use of Stifel's Indigos in the garments, your brand will last forever, because the goods have merit and are better than any other.

You can be proud to place your label on garments made from Stifel's Indigos, because they are a constant recommendation for your brand, and the trade who use overalls know they are the best.

J. L. Stifel & Sons

Manufacturers

Franklin Mfg. Company

Sole Selling Agents

260 Church St., NEW YORK

Sales Offices:

TORONTO
14 Manchester Bldg.

MONTREAL
10 Hospital St.

ST. LOUIS:
426 Victoria Bldg.

NEW YORK:
260 Church St.

BALTIMORE:
114 W. Fayette St.

BOSTON:
68 Chauncy St.

PHILADELPHIA:
839 Market St.

CHICAGO:
237 Fifth Ave.

"IT FITZ" BRAND

Hosiery Gloves Underwear

Our representatives are now on the road showing specials for Spring 1913 in above lines, including special "Fitzsilk" Hose made specially for us.



"The Queen" silk lisle Half-Hose at $2.25 is the best value ever shown on this market. We are sole agents in Canada for the celebrated "Ramie," "Cross Knit" and "Knotted Mesh" Hygienic Underwear.



A complete range of Dress Goods and Dress Trimmings

Sole agents in Canada for

QUEEN'S CLOTH

Registered

Fitzgibbon, Limited

Victoria Square -:- MONTREAL

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge.

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge.

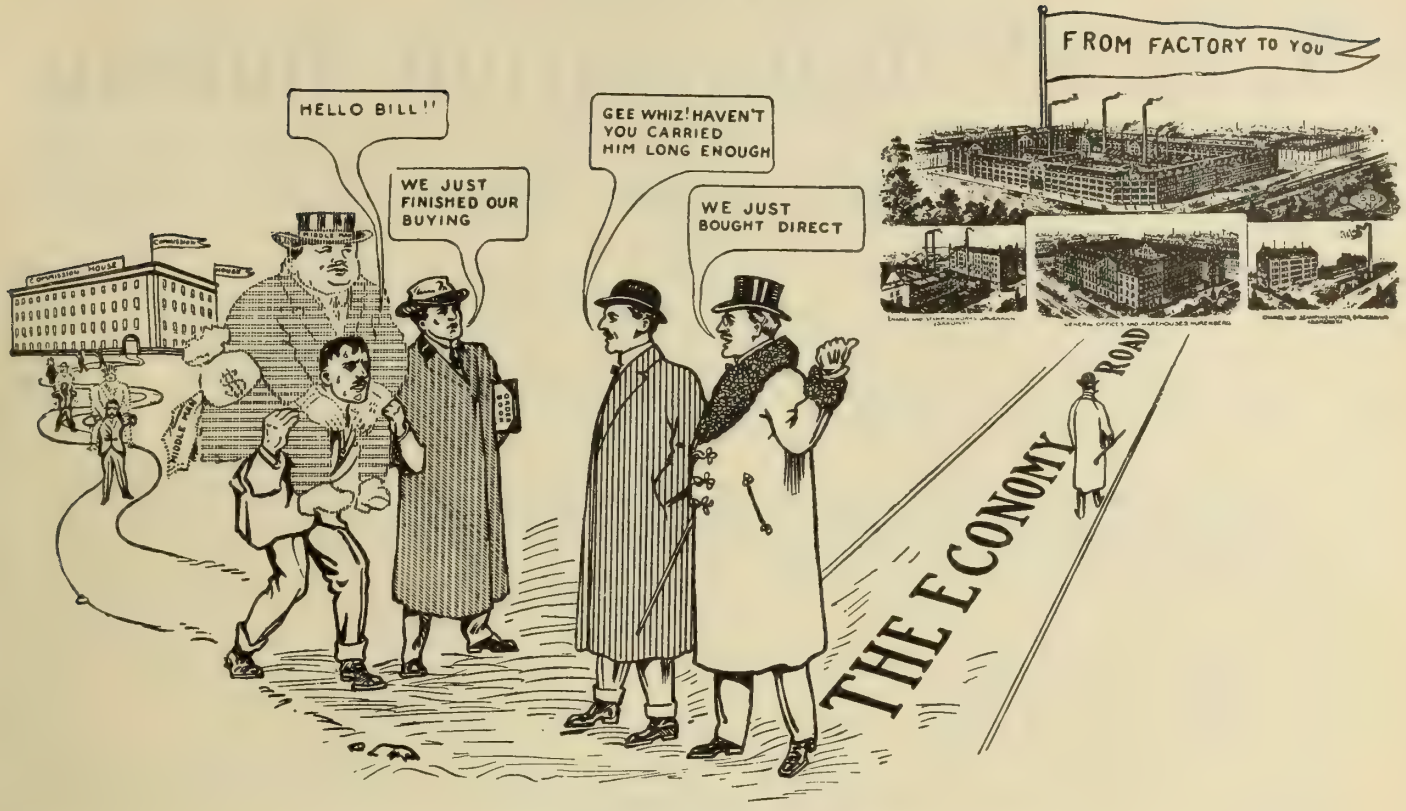
Dainty Lingerie of British Manufacture



Ladies' Underclothing made from these celebrated Longcloths, Flannelettes, etc., and bearing on a tab the "OXFORD" Trade Mark, in conjunction with "HORROCKSES", are the perfection of quality combined with the latest styles and perfect fit.

Horrockses, Crewdson & Co., Ltd.

Manchester and London, England.



Copyright 1911 by John Bing

BING BROS., A. G. NUREMBERG, the largest manufacturers of **TOYS** and **HOUSE FURNISHINGS** in the world, beg to invite you to see their exhibition of goods at 381 Fourth Avenue, New York City.

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

WESTERN ASSURANCE COMPANY Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - $3,570,000.000

Losses Paid Since Organization of the Company, over - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

Please mention The Review to Advertisers and Their Travelers.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

Editor Dry Goods Review: Where can I procure German silver mesh bags, rosaries, shaving sets, fancy pottery and bisque ornaments suitable for Christmas presents?

German silver mesh bags may be obtained from Flett, Lowndes & Co., Toronto; Austin & Co., Toronto; Greenshields, Limited, Montreal. The following firms carry the other novelties named:—Nerlich & Co., Fancy Goods Co. of Canada, Greenshields, Ltd., Montreal.

* * *

Editor Dry Goods Review: Where can we buy common mesh bags, such as women use for marketing. They sell at 15 and 25 cents.

From Nerlich & Co., and H. W. Nelson & Co., Toronto.

* * *

Editor Dry Goods Review: Please give me the address of Royal Art Society embroideries.

Chas. E. Bentley, Royal Art Society Embroidery, Broadway, New York.

* * *

Editor Dry Goods Review: Where can we procure cuts or electros for advertising. We want all kinds of cuts—ribbons, millinery, garments, etc.

Such concerns as the Central Press Agency, Toronto; British & Colonial Press, Toronto; and the Syndicate Cut Co., 16 E. 23rd St., New York, have sheets from which you may be able to select a number of the lines required. We would suggest that you write manufacturers in the matter. Many of them have good assortments of cuts suitable for newspaper purposes, which they make available to their customers.

* * *

Editor Dry Goods Review: Please furnish us with names of reliable firms from whom we can procure backgrounds for windows.

Taylor Manufacturing Co., Hamilton; J. Clarence Bodine, 854½ N. State St., Chicago; Calkins Studio, 64 E. 22nd St., Chicago; Canadian Fibre & Wood Mfg. Co., 1191 Bathurst St., Toronto.

* * *

Editor Dry Goods Review: Where can we buy wall medicine cabinets?

From Jones Bros. & Co., Toronto.

* * *

Editor Dry Goods Review: Please give us names of firms making enamel coated signs.

Marsh Bros., 23 Scott St., Toronto; Geo. Booth & Son, 21 Adelaide St., Toronto; Day-Fryer Co., 155 Church St., Toronto.

* * *

Editor Dry Goods Review:—Will you please give me, as near as possible, the measurements observed by manufacturers of dresses, for the following: Bust, across chest, across back, shoulder, neck to waist back, around waist, around hips, armhole and sleeves inside.

The following table gives the measurements that are generally adhered to by the cutter on dresses. One or two of the headings which you mention have become obsolete. For example, the shoulder measurement is by many designers now regarded as unnecessary. If the bust, chest, waist and back are correct, the shoulder is bound to be in proportion, and will fall into place. For the chest measurement it is also difficult to adopt a uniform scale. The rule observed is that this detail is pretty generally one inch larger than that of the back. In measuring the hip the practice is to follow a line eight inches below the waist. The hips, by the way, generally measure 17 inches more than the waist. For a suit coat the hip measurement is, as a rule, two inches more than that observed for dresses. It is also difficult to apply a standard to the sleeve measurement, as this is an item which varies frequently::—

Size of bust	32	34	36	38	40	42	44	46	..
Across chest	13	14	15	16	17	18	19	20	..
Across back	12	13	14	15	16	17	18	19	..
Neck to waist, back	14	14	15	15½	15½	15½	16	16	..
Around waist	21	22	24	26	28	30	32	34	36
Around hips	37	39	41	43½	46	48½	51½	54½	57½
Armhole	14	15	16	17	18	19	20	21	..
Sleeves inside	17	17	18	18	18	18	18	18	..

Talking Turkey

Where I come from, when a man wants to emphasize that he's in dead earnest, he says "I'm talking turkey."

To talk turkey about their pattern departments is what I asked our merchants to do last spring—to tell us if they were succeeding, if they were getting the service from this office they had a right to expect, if they were happy.

They responded a thousand strong, and we've had their letters printed and bound in three booklets. The most interesting of these is entitled *"Sell Two Patterns Where You Now Sell One."* It is made up of letters telling of pattern sales doubled and tripled by Ladies' Home Journal Patterns.

You can see the letters just as they came to us. No frills —only solid turkey. You'll certainly find them interesting and it's possible you'll run across something that will help your own department.

I'll send them to you right away, together with some written by your neighbors, if you say the word. *"Send your booklets"* written on a post card, and mailed to me, will do the trick.

The Sales Manager.

P.S.—During the first six months of 1912 we sold more patterns than for any half year in our history. Do you wonder that when you find the live, growing stores in best cities of any part of the United States and Canada—in nine cases out of ten you find them selling The Ladies' Home Journal Patterns.

THE HOME PATTERN COMPANY
23 Lombard Street, Toronto, Canada

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908

WORRALL'S

GRAND PRIX TURIN EXHIBITION, 1911.

IT IS ESSENTIAL

When buying for Costume purposes, that you should make sure that your

VELVETEENS

are in fast-to-rubbing dyes.

Ask for—and see that you get—Cloths guaranteed to be in

WORRALL'S FAST DYES

It was for the Excellence of these Velveteens for Costume purposes that the

GRAND PRIX WAS AWARDED

to J. & J. M. Worrall, Ltd., both at the Franco-British Exhibition in 1908, and at Turin last year.

Always insist on a guarantee that you are getting "Worrall's Fast Dyes."

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S

FAST-DYED VELVETEENS

DYED AND FINISHED BY J. & J. M. WORRALL LTD MANCHESTER

THE PREMIER VELVETEEN DYERS OF THE WORLD.

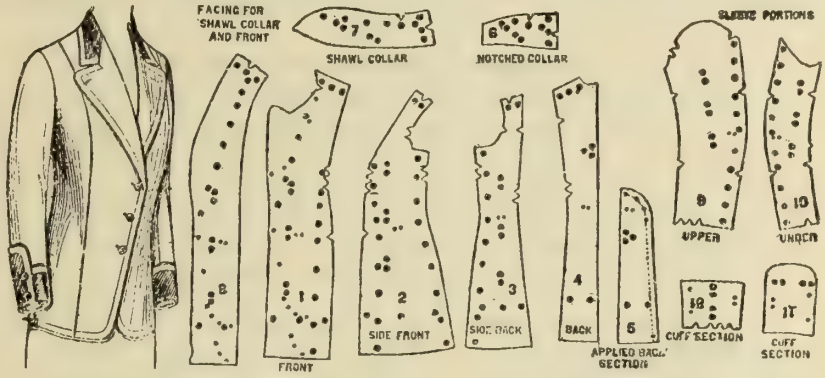
GRAND PRIX TURIN EXHIBITION, 1911.

Butterick Patterns.

（バタートリック　パターンス）

着物の形紙

どなたでも同じ形の着物をいつも
召て居るのはおいやでせよう



●當店は毎月新形の着物の繪が東部より到着します
●繪の中にはコート、スカート、ウエイスト、エープロン、子供衆の衣物、ボンネットからテーブル掛の類に至るまでザット一萬種類凡ゆる反物で出來る物なれば何でもあります
●繪の中で仕立たい物があれば其繪の通に出來る様に形紙を差上ます
●其形紙の通りに反物を裁ちて縫へば出來上ります
●白Aの着る着物は皆斯様して出來るのです
●此形紙は一部（一組）價十五仙です
●此形紙には裁ち方から仕立方迄一切繪圖で細かに説明してありますからどなたにでも分ります
●ためしに一ツ仕立てゝ御覽なさい高い仕立賃を御倹約出來る斗りか何の位なぐさみだか知れませぬ
●當店は流行紹介の月刊雜誌「デリネーター」四季新形に魁毎季刊行フバットリラフアション及バットリック印刷會社發行の家庭節用諸雜誌一切販賣並に購讀御申込に應じます

どなたでも御召物はいつも
新しい形で御仕立なるがお好きでせよ

中川商品館通信販賣部は迅速にし顧客に便宜を圖る上に於て第一と稱せらる

バットリック形紙會社特約販賣店

中川商品館婦人洋服品部

桑港ポスト街　七一四　電話（ウエスト　九一九四
（ホーム　S　二八七二

Maybe you can't read it. But it's a reproduction of an ad from a Japanese newspaper, and it shows that the Orient as well as the Occident knows

BUTTERICK IS IT

The Butterick Publishing Company

72-74 Duchess St. Toronto Ont., Canada

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN BUY_____

_____

_____

NAME_____

ADDRESS_____

Please mention The Review to Advertisers and Their Travelers.

A real knowledge of your wants, the result of careful study, is what we offer you in both our goods and the way we fill your orders.

Our Women's Furnishing Department

is now particularly well assorted with new fall lines. Especially so in

Sweater Coats **Wrappers**

Underwear **Waists**

Hosiery **Underskirts**

Gloves, Mufflers, Etc., Etc.

For any line that you have not yet bought it will pay you to see our range if you appreciate attractive merchandise at prices arranged to allow you a good profit.

Do you handle "**DREADNOUGHT**" Kid Gloves? They are fully guaranteed and have given satisfaction in every way.



John M. Garland, Son & Co.

Ottawa, - - Canada

"MOONBEAM" DRESS VELVETS



You know the Moonbeam Velvet has a reputation all its own.

Guaranteed Fast Dye and Chiffon Finish

B.J. 200—44-46 in. $2.50

Following shades—Tan, Brown, Mid Brown, Dark Brown, Laurel Green, Wine, Light Navy, Navy and Black.

B.J. 210—44 in.—Black Velvet $2.35
B.J. 220—44 in.—Black Velvet 2.50
B.J. 230—46 in.—Black Velvet 3.10

BLACK SILKS
Extra Heavy Wide Width

Manufactured specially for making ladies' long coats.

C.J. 14—40 in. Peau De Soie $2.00
C.J. 15—44 in. Bengaline 2.25
S.C. 33—54 in. Faille Cord 3.00

The above are the products of the best looms of Europe.

THE W. R. BROCK COMPANY
(LIMITED)

TORONTO

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. Septemeber 4, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

PUBLISHERS DRY GOODS REVIEW

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FRANCE—
PARIS Desbarats Advertising Agency 1 Rue Rossini

SUBSCRIPTION PRICE:

Canada, Great Britain, Australia, South Africa and the West Indies - - $2 a year
United States - $2.50 a year
Other Countries - - - - - - $3 a year
Single Copies - - - - - - - - 25 cents

Invariably in advance.

Standing of Canadian Styles

IT is at this time of year that the garment buyer particularly is brought face to face with the true meaning of the term "Canadian Styles." He is searching the market for novelties, for those lines that represent the last word, and which he can use with every confidence to represent the enterprise of the store. Where the final verdict has gone forth as to the season's salient style features he is justified in considering the staple or assured requirements of his department, but it is when those signs are developing which point to some later modifications or suggestions that the originality and ingenuity of the designer comes into play. It is then that the term exclusiveness takes on its real meaning, and it is this final touch that enthuses the buyer in rounding out his stocks.

While the first productions of a season indicate a maker's estimate of the market's preferences, he is not satisfied with his work until he has tried out the later novelties. These go far to establish the reputation of a house, and they also go a long way toward demonstrating the growth in garment manufacturing and retailing. Season after season it is noticed that the best creations represent a finer interpretation of the market's possibilities, and a still stronger appeal to the willingness to consider better prices. Thus, one hears of a house putting out a line of ready-to-wear dresses running as high as $100; another firm is specializing in suits at a price that is somewhat higher than the average, or a third concern devoting its entire enterprise to the production of a limited number of lines at a better price than usual, and doing an excellent business therein.

All of these things indicate that the Canadian garment market is broadening, the buyers are growing keener on the selling merit of styles, that merchandise men are planning for larger and more profitable turnover, and in short, that the garment trade is keeping pace with an increasingly exacting demand.

Retail departments are converting this development to best account by arranging stocks so as to more strongly suggest specialization, with every section well balanced and selected, not on a mere basis

of speculative quantity, as was the case seven or eight years ago, but with a more assured feeling as to the saleability of stocks based on correct information as to styles.

The Checking of New Goods

CARELESSNESS in the opening and checking of parcels at the receiving end is often the cause of claims for shortage in shipments from wholesalers and manufacturers to retailers. No system is infallible but in the distribution of dry goods it is all-important that both parties to a transaction adopt methods that will reduce to a minimum the possibilities of those mistakes which sometimes give rise to considerable ill-feeling.

It is generally noticed to be the case that those who have the most faulty systems are the most positive and insistent that they are right. Dishonesty is very rare. Negligence is the greater problem.

The plan usually adopted in wholesale houses is to check goods twice before shipment. Records of a department must show that the order was filled correctly and sent to the checking room. There the goods are invoiced, packed and department lists and invoices must tally. Chance is a remote element, yet the number of claims received would suggest that even a double check is insufficient.

Merchants who adopt reliable methods, however, are least often heard from, while others have reputations for returning goods or making shortage claims, and the causes for this are often easily traced to the conditions attending their reception. For example, packing cases are, as a rule, opened on the front sidewalk when people are passing to and fro, and there is created, for the unscrupulous, the temptation to steal. Unpacking may be in charge of one boy, who is probably called from his work to deliver a parcel to the nearest grocery or hotel. Sometimes, goods are sent direct to proper sections on being taken into the store. A customer asks for a width of elastic, buttons, laces or kindred lines not in stock or in the shipment. In some unusual way the salesmen neglect to see that the goods are returned until the invoice is checked and mysteriously the lines are passed into stock.

Shipments for Saturday are especially fruitful in claims for shortages. What are the usual circumstances? If business starts early, from one to a dozen cases or parcels of goods from as many different manufacturers are piled under counters, tables or anywhere out of the way for the day. Of course, the shipping cases have to be opened at once in the hope that time to mark the goods would soon be available. Influential customers are sometimes invited to view goods "just arrived," and merchandise not yet checked is thereupon placed on display. It is generally a manager or merchant himself who accords this privilege which, if exercised by a clerk, might be severely criticised.

Is it any wonder, then, that in returning goods to stock, some unmarked lines are overlooked, placed on the shelves and a shortage claimed? There are few stores that have not had this problem. The boy who unpacks the case is not always confident that stray goods have not been overlooked in the cases or mixed with the packing.

In spite of these conditions the assurance of absolute certainty accompanies many claims, and though the records at the shipping end may show that goods were sent, any indication of doubt might be regarded as an insult.

It is not to be assumed, however, that the merchant is always at fault. Some very grievous mistakes have been made and are being made in the warehouses, and precisely from the same causes—lack of proper system or failure to correctly apply the system provided during a rush.

At the present time, when goods are being rushed forward for the opening of the new season, it is imperative that the utmost care be exercised. The establishment that has least trouble is that which admits no merchandise to its selling floors until it has been correctly entered in the stock books and an absolutely authentic record taken of its condition as coming direct from the packing cases. When shortage is discovered the merchant is then in a position to give to the wholesaler or manufacturer, descriptions and facts that are indisputable, and to such he is certainly entitled.

The C.W.T.A. Convention

THE fact that the display window is regarded by dry goods merchants as one of their most effective advertising mediums was evident from the success of the recent convention of the Canadian Window Trimmers' Convention. Representatives from some of the most progressive stores in the country attended the meetings. There was evident an enthusiasm and a spirit of enquiry which indicated that the desire to learn something was uppermost. The programme had been arranged to meet that desire and its features were selected with the object of answering the display problems of stores, large and small. The outstanding note of every session was that the window must be looked upon as an investment that the practical selling force of a display is its greatest value, and that the trimmer must inform himself as to best methods in order to conduct his department economically, intelligently and satisfactorily from the point of view of results.

The convention was therefore an incentive to originality and to initiative. It brought about an exchange of ideas on the most approved methods of display advertising, it contained many suggestions whereby the decorator can make himself a still stronger factor in selling the goods. That is what the merchant wants, and the C.W.T.A., in keeping that object uppermost, and in broadening out so as to get the best men together for discussion of advertising methods of all kinds, should never have cause to complain of lack of co-operation from those people to whom it extends its assistance.

A Credit Reporting System

A CREDIT reporting system, operative throughout the entire province, is one of the steps advocated in the interests of retail merchants. It was down for discussion at the recent convention of dry goods men in Toronto. Unfortunately, the meeting was not sufficiently representative to afford a fair expression of opinion.

It is safe to say that there is not a Canadian merchant, now doing a credit business, who would not adopt the cash plan if local conditions only made it advisable, or if so many problems did not loom up every time he considered the matter. There is a great deal in being courageous enough to take the bovine by the horns, but for the man who seriously concludes that such a change is impossible, the control of credits, their limitation so as to come through with the least possible loss, is the next best step. In some places, Guelph, for example, merchants have organized credit reporting systems with most satisfactory results. The hard or disagreeable work lasted for the first five or six months, during which time delinquents of long standing or with a reputation for perversity in acknowledging their responsibilities, made the work of the official somewhat interesting.

A system applicable to the whole province would be productive of much valuable information. For one thing, it would make the retailer acquainted with the floater who moves from one place to another without settling up. The moral influence of the fact that such a system was being adopted would undoubtedly be great among habitual debtors. It would also help remove one feature which causes the local merchant to hesitate, namely, his direct local identity with the movement. By using his foreknowledge he could more tactfully deal with the problem. It is a step that must have unanimous endorsation to be successful and it is to be hoped that at a future meeting it will be fully considered.

Overworking the Gasps

THE readiness with which many merchants in their advertising, seize upon and play up to the limit those words that are calculated to give people an impression that they are going out of business, and that extraordinary values will therefore be made available, is remarkable, not to say deplorable. No criticism can apply where the intention to withdraw from business is sincere, but where a merchandising sale is blazoned with all of the signs of a genuine retirement and finally turns out to be practically a ruse to attract attention, it stands to reason that the deception does nobody any good. What particular spell can a capable merchant see in those words "Selling Out," "Positively your last opportunity," "We are saying farewell," "Liquidation is absolutely necessary?" when any intention of performing the act that the words suggest are most remote from his mind? It may be that some slight change in his business organization may give him an excuse to use the words half seriously, but it is doubtful if he judges the full import of the effect they have on the minds of his best customers.

The most prosperous merchant is he whose advertisements read that way, and whose store looks the past. To create the impression that the store is in difficulties, when it is not so, or to talk of going out of business merely for the sake of drawing the crowd is not good advertising, doesn't look successful, and often injures the standing which the store previously enjoyed. It is a mistake in business to overwork the "gasps" for stage effect; there is always a certain number of people who mistake these things for some constitutional ailment.

FEATURES OF THIS NUMBER

Review's Information Bureau.

Approved Methods of Recording New Stocks.

Good Advertising:—How one firm made a bid for greater business in the coat department—Practical Information in sale advertisements.

Art of Display:—Report of C. W. T. A. convention—New drapes for dress goods trims—Importance of system in conducting the display department—Asking the boss for an increase in salary—Care of wax figures—The year's prize winners.

Dress Goods Department—Fabric and color tendency for Spring, 1913, *with illustrations.*

Ready-to-Wear Department:— Notable developments in the Canadian garment trade. Preparing for the January whitewear displays.

Good Methods of Recording New Stocks

A department in which slipshod methods generally lead to trouble — Verifying claims for shortage — Stock room must be conducted on system and be in an accessible place — Daily requisitions which show what lines the counter is low on — Rushing goods from box to stock an unsafe practice

ONE of the most important departments in a retail store, if not the most important, is that which has to do with receiving and checking of goods. In relation to its importance it receives little of a storekeeper's attention. It has been observed that the store which is noted for its progressiveness, generally shows it in this most important detail. In the larger stores, a good system is as a rule found, but in the small or specialty store, this department is almost unknown.

Stores as a rule have a basement or attic devoted to the reception of goods, but there is often no method of keeping account of arriving goods. The object of this article is to point out the tried ways and let the reader choose that which he thinks is applicable to his business. The test of a department's worth is to turn stocks quickly and having the duplicate stock room in an inaccessible place is the means, sometimes, of losing sales and thereby keeping the stocks large. If a requisition is made daily on the duplicate stock this will not happen. This requisition is made up the evening before the close of a day's business, and shows just what stock the counter is low on. It is sent to the counter early next day, thus preventing lost sales caused by having the goods in the stock rooms instead of on the shelves. The counter is at the customer's command, but the invoice is not. A proper checking system is as necessary in a retail store as is a yard stick, and the shortage discovered in a year will bear almost all the expense of the clerks in the invoice department. Not that manufacturers are dishonest, but mistakes will happen, and it's up to the alert dealer to catch them and thereby profit by his foresight. A claim for shortage is as follows:—

CLAIM FOR SHORTAGE.
BLANK AND COMPANY, LONDON, ONT.

Smith and Company,

Gentlemen:

Our checker.....reports your invoice of .....consisting of the following..... .....was short as follows.....

Please make good the shortage at your expense or render credit memo for the same.

Claim for shortage made by checker No.....
Claim for shortage rechecked by No. .....
Claim for shortage verified by No. .....

Yours very truly,
BLANK & CO.
Per.....

Thus, it will be seen , three persons make the claim in unison, and in justice to the maker who made the shipment will permit him to reship the goods short, or render a credit memo. Some houses go even one better; they have, as a regular employe, an accredited notary who can make affidavit to the accuracy of the claim for the shortage in question.

A good rule to observe in the opening of boxes and cases as well as all packages in fact, is to keep the packer's slip and make the claim on one of your own forms as well. This slip is in most cases found in the packing of goods from houses who have a good system.

Another rule to observe is to follow with care all markings, and lay the goods, when taken from case, in a certain portion reserved in the invoice department, divided off by partitions or bins, as sometimes one lot or shipment will become mixed with another and thus checking becomes impossible. All good stores now ask for a bill on over goods as well as shortage. For example, if a shipment is over the quantity billed, it is customary to make claim also for the overage and request a bill for the same; that is, if the error is an honest one and does not savor of "order stuffing." This is easily found out, as a concern that for years fills orders to the letter, in one shipment sends a quantity over, it is a safe estimate that the same was an accident, while the concern that always must be watched and continuously sends more goods than has been ordered, must be dealt with in a severe manner. Only once or twice will this be needed to cure the stuffer and the shipments will come as a rule as you order them. An instance is timely. A concern found in a recent shipment, a package of imported Irish lace. It is doubtful if the concern who shipped the goods knew of its presence. Nevertheless, a notice was sent the house in question that this valuable lace was found and in due time a letter was received from the concern thanking the store.

Goods over should be returned or notice sent the shipper. It strengthens your claim for shortage. Any concern knows that a store which does so will not make claims for goods short in any instance, unless they are sure the same is correct.

Another duty of a good invoice department is the proper checking of buyers' orders, with the bills rendered by the shipper. The items checked are "Terms," "Dating," "Date of Shipment," "Prices" and "Quantity."

Good buying means Good Sales



We will not put a "Lion Brand" ticket on a carpet unless we're absolutely certain it's the best value the money can buy. You can see this means a select range of floor coverings.

The new carpets and house furnishings are on the road and our traveler is in your vicinity with the complete set. Selected from the ranges of the best makers in the world, we KNOW it will pay you to look them over.
A card will bring our traveler to your door. Say when.

The W. R. Brock Company (Limited)

MONTREAL

BUYER AND INVOICE DEPARTMENT.

A good method is for every buyer to have a file, with his department letter thereon, and after his order is given to the salesman or manufacturer, the duplicate is sent to the invoice department and filed. This order is in triplicate form and is treated as follows: Original goes to salesman or maker that supplies the bought merchandise, the duplicate to invoice department to be filed as above, triplicate to remain in book for buyer's record. A very satisfactory form of buyer's order book is as follows:

ORDER FOR MERCHANDISE

Dept. .....
Terms .....
Date..... Order No..... Marks.....
Dating.... How ship.... Date ship....
NOTE. ALL GOODS BOUGHT F.O.B. DESTINATION.

No.	Quantity	Description	Price

Blank & Co., per .....

Thus, we find that the order made out is the same as that given to the salesman. The next step is sending the duplicate to the merchandise man, who affixes the signature and sends to the invoice department. In some stores the buyer does not give the order direct, but sends originals and duplicates to the merchandise man, who mails one to the maker and the other sends to the invoice department. When the bill for the shipment comes in to the office it is sent to the invoice dept. before the buyer gets it; there it is given to a bill clerk who enters in a ledger the date the bills were received, and a written record of the same, less the articles short. This is done so that if a bill is lost, a clear record is on file. This clerk also gives the same a number and on the reverse side an imprint of a rubber stamp is affixed. This stamp is as follows:

Bill No. ..... Order No. .....
Date received ..... From .....
Sent to Dept. No. .....
Prices and terms O.K. .....
Signed .....

It is then sent to the buyer, who marks the selling price on the margin of the same, signs his name and O.K. on the two last lines of the above. The first part is filled in after the same is returned to the invoice. The bill in question is as a rule sent to the buyer twice a day by a girl who waits till the same is marked up in her presence. This is done to prevent bills laying around in the department for prying eyes to see. Some stores go even farther. They will not allow a bill to go out of the invoice dept., and make the buyers come to the same and mark bills there. Others enclose bills in a stout envelope, while others fold the top down so no one will see the name of the firms from which the purchase is made but those who are in the confidence of the store. This is a good practice, too, as the writer remembers a lot of bills laying on the desk of a buyer, and a salesman who was waiting to sell the buyer goods of a similar line was enabled to see his rival's quotation, and get valuable information, obtainable no other way.

CHECKING FOR IMPERFECTIONS.

The next step is when the checker who compares the quantity, as billed, looks for imperfections, and after all is checked and price tickets affixed, goods move to the department where they are to be displayed and sold.

How much more businesslike this all is than the opening of cases, marking by a clerk and rushing to the counters. No store can afford to overlook the benefits of proper checking, as the loss in a year is too great and the slipshod way of handling too slovenly to make a good impression alike on clerk and buyer.

A detail to be observed is a proper system of pricing. The old-fashioned way of using a cipher is not as good by far as the following. Alongside of each article affix a number; this is written on the invoice by the order clerk. Enter the number as follows: No. 980. Frank Green Co. Skirt, Cost $15 a doz. Sells for $2.

This takes a little time, but is being widely adopted, as it gives the customer a better impression to see a price tag without the mysterious cipher letters, and perchance if an employe who is disgruntled or who "blobs" gives away the cost mark, it does not take long to go from tongue to tongue, and before long the whole town knows what your goods cost.

G. C. Robinson, of Robinson & Co., Calgary, is retiring from business. He has disposed of his entire interest to R. J. Gurney, who had been his assistant for some years. The new firm will be known as Robinsons' Limited, the former owner having consented to the use of his name.

* * *

Frederick Wyld, who for many years was engaged in the wholesale dry goods business in Toronto, died August 26. In 1854, Mr. Wyld came to Canada after serving a five years' apprenticeship in the woollen house of Craig Bros., Edinburgh. One of his first business activities was as head of the wholesale dry goods firm of Wyld & Darling, Hamilton. In 1872 the firm moved to Toronto and became Wyld, Brock & Darling, and later, Wyld, Grasett & Darling. Mr. Grasett retired 10 years later and the old name was revived. Mr. Wyld was 80 years of age.

Mr. Buyer, we want to show you our plant when you visit New York—the big, modern 10-story building (three minutes' walk from Broadway) which is entirely devoted to the manufacture and sale of McCall Patterns and Fashion Publications.

You will see nearly a thousand people and tons of machinery working every day (and many nights) to keep up with the demand for the "patterns that sell"—by far the largest building, the greatest plant and force engaged in the interests of one make of paper dress Patterns.



You will see the most complete and best-organized pattern factory in the world—the minute care exercised to make every pattern perfect before it leaves the shipping room, the machine-like precision and promptness with which the orders of thirteen thousand retail dealers are filled the very day they are received, the splendid force of designers and artists and a hundred other things of interest.

When your visit of an hour or so is completed, we think you will be almost as enthusiastic about McCall Patterns as we are, and conclude, as so many thousands of merchants have, that a McCall Pattern Department is a great asset to any dry goods store. But you will not be under the slightest obligation to take this view.

The McCall Canadian Office and Factory in Toronto, the largest and best equipped pattern plant in the Dominion, enables us to offer you McCall Patterns and Fashion Publications on the same terms, conditions, etc., as are enjoyed by United States Dealers.

THE McCALL COMPANY

The Leading Paper Pattern House of America

236 to 246 West Thirty-Seventh Street, New York City

CHICAGO **SAN FRANCISCO** **TORONTO, CANADA**

Not in the Trust **No Connection with Any Other House**

2405



MILLINERY

Features of New Millinery

Drapery on brim and crown doing away with the severity of the unbroken line. Contour of hat is changing.

How the visit of Prince of Wales to Paris inspired new model—the caplike turbans.

Combination of moire with fur and plush indicates strong vogue for this fabric during season.

Indications point to a profitable change in the line and effect in millinery — The presence of draped models should lead to the greater vogue of the more trimmed hat — The latest models show the long line from front to back instead of from side to side

THE conundrum in millinery for the past few seasons has consisted in the fact, that while the price of the hat was going up to the customer, there was no money in its sale for the milliner. There is no doubt that the cause of this contradictory condition may be laid to the hat where the style feature was all in the line of the shape, and where the sole touch of trimming consisted of a handsome feather that emphasized and did not break the charm of the outline.

The business of the past three or four seasons must have convinced milliners that profits come largely from the sale of trimmings and, therefore, every thinking milliner must stand ready to welcome and encourage in every way in her power, the returning favor for the more-trimmed hat.

The openings are often derived and no doubt in many ways they are of doubtful benefit, but if the increasing vogue of the draped hat was impressed upon the visiting milliners as strongly as it was on the writer, the dawn of a more prosperous era will come all the quicker.

Not only is the subtle arrangement of drapery on brim and crown doing away with the severity of the unbroken line, but the contour of the hat is changing. For quite a period the length of line in the hat has been from side to side or across. The latest models show a new line and the length of the hat is greatest from front to back. This tendency is further emphasized by the way in which the trimming is applied.

What is said above applies to the very newest shapes. As in every other season shapes are featured



Mid-season hat of white moire Malines and black velvet. The jaunty wing springs from the centre of a ring of breast feathers of white rimmed with black.



If the expressions of delight and satisfaction that were very evident during our opening are predicative of a big season's business, the immense number of immediate shipment of orders must mean infinitely more. The popularity of the "McCall" Fall, 1912, styles is a fact.

THE D. McCALL COMPANY, LIMITED
Toronto

Winnipeg, Ottawa, Montreal, Quebec, Vancouver



Hat of velvet trimmed with a fancy feather, showing the new long line from front to back. By Debenhams (Canada), Limited, Montreal.

more in accord with the millinery that has gone before, but the models above described illustrate the new features obtaining in millinery at present. Made shapes are always prominent at the opening season, but there seems to be a real tendency towards the featuring of the made hat.

In medium-sized hats much is made of the collapsible hat with the crown like a man's crushed opera hat and with a close brim rolled up on one or both sides. closely allied to this shape is the shovel-shaped Quaker hat.

Cap-like turbans are shown which have their origin in the French milliner's idea of what the cap of maintenance worn by the Prince of Wales is like. These shapes were inspired by the recent visit of the Prince to Paris. One shown at the openings was of jetted net drawn tight over the rounded cap-like crown, while the close brim that formed practically a continuation of the crown was covered with a puffing of the new tomato or Satan red velvet and a fancy ostrich effect fastened in by a jet ornament replaced the Prince of Wales feathers in front. Another form of Prince of Wales cap resembles an elongated bowl with a peculiar ear-like drapery of velvet going out to a double point at the back and ending in nothing in front. One shown was of the new Wilhelmina orange moire. It had the velvet drapery of taupe plush lined with white and trimmed with a white feather fantasy along one long side.

The large velvet or plush hat, either with the drooping or rolling brim, is also very smart and correct, and there are elongated rolled brim Amazons trimmed with ostrich that forcibly recall the days of the early eighties. Many Scotch bonnet shapes were also featured.

MANY PRESSED SHAPES HIGH.

Pressed shapes come in velvet, velour, hatters' plush, beaver and scratch and smooth felts. Though some are large drooping shapes, the majority are high rather than broad, crowns are both round and square, brims are round and some are upturned all round while others turn up either in front or at the side.

Moire is the leading novelty fabric at the present moment and the combining of moire with fur and plush gives promise of an intention to continue this material through the Winter months. The moire used has a heavy rib or cord. The combinations seen are plush and moire, plush, fur and moire, velvet, plush and moire, velvet and satin, satin and plush, and satin and moire.

A feature that has not been present in a decade is the use of narrow ribbons. Narrow moires and picot-edged failles are pleated up into rosettes, cockades and into flat bow-knots. Some very wide fancies are used. Many of these are of printed velvet in flower patterns. These ribbons are draped over the brim or crown and are padded at the back so that they stand out.

TRIMMING NOVELTIES.

Jet novelties are the new feature in ornaments, buckles, ornaments and fantasys being employed. Metal laces and passementerie will be employed to some extent by the high-class trade and large iridescent, perfectly plain buckles are seen on some of the new Paris models. Bead buckles and bandeaux are seen on moderate-priced hats.

Even at this early date, much fur is used. Brims are edged and lined with fur, and fur crowns are in evidence. Feather bands, ostrich, marabout and breast is all used in much the same manner as fur.

A big black and white season is assured. Taupe is a wanted color and is evidently not in great supply. A new and a pleasing combination consists of taupe and white relieved by a touch of bright orange. Taupe and white is also good, and also black, white and orange. Closely allied with taupe is levrette and another new color the openings have brought into prominence is Satan, flame, or tomato red as it is variously called. This color combines beautifully with black and jet. In the very high-class trade clear shell pink is combined with both black and white. Other new colors are lemon, citron and gold. Blue is a strong favorite and navy, national, Durbar, Copenhagen and the newer and less staple moonlight, telegram or night-letter blue and corbeau or crow blue which is almost black, are leaders in novelty shades. Purple, amethyst and plum are also good, and cerise is again used but is called fuchsia this season.



GEO. STRACHAN E. L. BURDEN

Spring 1913

We Announce

that our travellers are now out with our complete line of European novelties in Flowers, Feathers, Straw Braids and Trimmings for Spring.

Soliciting your favors as in the past.

Strachan & Burden

76 Wellington Street West, Toronto, Ont.

OUR MOTTO: GOOD VALUES. WELL PACKED GOODS. EARLY DELIVERIES.

FALL OPENING, 1912.

Announcement TO THE MILLINERY TRADE. Order at once from the factory, the following reduced prices are offered, exclusive styles. Satisfaction guaranteed.

Silk Plush Hats	White and Black	$42.00	per doz.
Moire Silk Hats	White and Black	30.00	" "
Silk Velvet Hats	Black only	27.90	" "
Beaver Hats	Black only	27.00	" "
Draped Toques	Velvet and Silk assorted	18.00	" "
Velveteen	Black only	15.00	" "
Soft Felt	Velour finish	15.00	" "
Soft and Stiff Felt	Assorted	9.00	" "
Buckram shapes (in ¼ doz. lots of a style)		2.25	" "
Separate buckram crowns		1.25	" "
Velvet Bandeaus	Different sizes	9.00	" grs.
Black and White Cotton Wire		0.30	" "

WRITE FOR SAMPLE ORDER

THE MONTREAL HAT AND FRAME COMPANY

388 Notre Dame Street West MONTREAL

1913—Spring Millinery Novelties—1913

WE WANT TO DO BUSINESS WITH YOU.

Our travellers will call on you shortly, and you will have an opportunity of inspecting the finest collection of import **FLOWERS, FOLIAGE, FANCY MOUNTS** and **NOVELTY MILLINERY TRIMMINGS** it has ever been our privilege to show.

We hope to interest **YOU,** and by doing so it means **GOOD BUSINESS** for you.

ELLIOTT, SHERRING & CO., LIMITED

MANUFACTURERS' AGENTS AND IMPORTERS

Specialists in Flowers, Feathers and Millinery Novelties

OGILVIE BUILDING - 37 Wellington Street West - TORONTO

BRITISH AMERICAN DYEING CO.

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED

MONTREAL TORONTO OTTAWA QUEBEC



Seconds now on the market — Consequent break in values — Changes in buying seasons mean readjustment in retailing methods — Many Christmas novelties — Spring lines ready during present month.

SORTING on knitted goods and preparing novelty stocks for Christmas now occupy the attention of buyers in the market. Some interesting conditions are noted.

The present feature is knitted blazers and first reports of sales suggest the extent of lines handled by different manufacturers or wholesalers. The prospect for novelty blazers and Norfolks is good. One important retail buyer is enthusiastic, intending to buy stronger than ever. The argument that these garments are for Summer wear and the limitations of first assortments shown indicate that next Spring's samples will develop these lines.

In the cutting-up trade an exceptional range of striped all-wool flannels in attractive color combinations is being imported, showing the confidence of this section of dry goods in a competing line.

It is true, more leaders will be forthcoming and the bulk of sales tend toward price numbers. Present prices quoted show this change. Several new numbers of blazers in right qualities and colors are shown to buyers, lines now being quoted at $26 dozen and in more exclusive and later numbers values at $36 and $39 dozen have been added.

FAVORITE COLOR COMBINATIONS.

Each salesman has a favorite color combination, which leads. Most buyers are assorting ¼ dozen cardinal and gray, white and cardinal, navy, royal, tan or maroon, navy and cardinal and a combintion of Havana brown and tan.

The feeling is, in some sections, that more blazers would be sold if deliveries were more certain. While shipments have been more prompt than in former years, manufacturers hardly expect to ask merchants to buy more lines, when goods on order have not been forwarded. This is also the reason why ranges of blazers were limited this Fall. Several merchants are asking for shipments of goods on back order and are satisfied only with the assurance of stock in time for the openings. Where ready to tone up stocks, one of the most interesting things about buyers in choosing blazers is such confidence that selection is only a matter of quantities and sizes.

RE-ARRANGING BUYING SEASONS.

A unique change is being made in going to the trade direct from the mills, twice a year. Merchants are to be asked to buy Spring lines in September and October. Placing ranges for Fall shown by sorting houses will closely follow in January. The trade should realize the importance of the change as some misunderstanding is noticed, showing a lack of appreciation of the opportunities of seasonable ranges. In speaking to buyers on one hand they say they will not buy until late or about February 1st, and on the other hand, placing lines shown by wholesalers inviting early Fall orders do not yet recognize Spring ranges.

Directly after sorting is completed merchants are to be shown lines for Spring and Summer. March or April delivery. To be prepared and have stocks in shape is good business. The outcome will be later buying all round just as happened in ready-to-wear development. While knitted goods have always been oversold and merchants heretofore glad to get deliveries, the assurance that specified service can be given makes merchants more independent.

In almost any other department but knitted wear, buying is left until late as possible. The reason for this is an element of latest styles and added novelties as the season advances. Therefore the only solution to the problem will be that merchants will

Ensure Your Business With This Trade Mark

HARVEY

UNPRECEDENTED DEMAND FOR

"THE HARVEY"

SUMMER-WEIGHT UNDERWEAR



"Harvey Fine Swiss Ribbed Lisle."

Every merchant who buys this brand has the assurance that he has the finest line of Ladies' and Men's Underwear ever procured in Canada. The sales up to the present time have exceeded our highest expectations. It will be of interest to every merchant to see our goods and compare with others before buying his requirements for 1913.

Who Makes Harvey Brand?

It is made by the Harvey Knitting Company Woodstock, Ont., under the management of K. Harvey, pioneer manufacture of fine ribbed goods in Canada and founder of the famous goods made in Woodstock, Ontario.

Perfect Fitting, High Grade Underwear

"Harvey Brand" Garments are perfect fitting, comfortable and altogether high grade in style and quality—Our facilities for manufacturing is unexcelled.

The "Airy-Wear" Fabric

Everybody who sees this newest knit fabric buys it. The most porous that has ever been made.

Harvey Knitting Co., Ltd.

WOODSTOCK, ONT.

AGENTS:

Maritime—F. S. WHITE, St. Stephen, N. B. Quebec—P. DeGRUCHY & SON, 207 St. James St., Montreal. Ontario—J. E. McCLUNG, 33 Melinda St., Toronto., Ont. Manitoba & N. W.—S. GROFF & SONS, 290 McDermott Avenue, Winnipeg. British Columbia—ALLEN & LANG, 601 Welton Building, Vancouver.



"Harvey Porous Birds-Eye Ilet."

postpone buying in accordance with novelty, style features and advances of style, fit, finish and detail, applying to sweater coats and kindred lines. The incentive to prepare for early tourist business and divide orders is not evident in January or February, and the result will be that merchants will not be interested until May or later, or as happened in the ready-to-wear section, until July or later for novelties. It will take some time for the trade to become adjusted to new conditions.

LARGE QUANTITIES OF SECONDS.

Several mills have discarded slower lines and cleared out sample numbers or factory lots of some garments or are changing for Spring showings. Quantities of seconds were thrown on the market last week. These include women's, misses,' girls, boys' and men's sweater coats from two well known mills; the surplus of three underwear mills, 8,000 dozen 2-piece children's and women's underwear and quantities of children's and women's cotton and cashmere hose. These are in time for Fall merchandising sales and will probably cause the break in prices of this season's wholesale selling.

Each merchant has his own version regarding "seconds," whether they should be handled or not. To the average buyer, who knows values and this year's assortments are better than usual, this season's seconds mean a chance to make a noise early in Fall selling. Usual prices for seconds prevail — children's undervests 75c to $1.20 dozen; women's vests and drawers, $1.50, $1.90, $3 and $3.60 dozen; sweater coats, all sizes and prices from $4.00 dozen and up, with quantities of women's and men's numbers in seasonable colorings at $18 and $27 dozen. Hosiery seconds include the usual qualities, and are quoted at $1.25 and $1.80. Altogether, mill clearances are safer buying than usual. Although easier to sell as seconds there are some regular values and garments classed under grade. The only plausible reason for this is a desire at the mill to get stocks and machinery under way to cope with the extra season's business. For unavoidable reasons, merchants will find seconds shown later than usual this year, and very few lots have been opened up for sorting Fall buying.

CHRISTMAS BUYING.

In sizing up the situation for Christmas buying, early choice means broader selection. The passing of the stocking toque and the withdrawal of the last long sweater coat, will not affect holiday sales materially. The prospect that long coats will come back or be revived to some extent early next Fall and in more cloth-like effects for motoring or driving is good. At the present time, a soft, knitted fabric is shown almost resembling tweed and made in a two-piece suit can hardly be distinguished from tweed. The first sample is in black and white, and the newer weaves, which are being given a more tailored effect in finishing, lend themselves more readily to these styles.

Most all ranges have increased both in assortments and sales of novelties. Any quantity of mufflers and senoritas are shown in new combinations, weaves and shapes, plain or contrasting colors in white, mauve, pink, sky, heliotrope, wine and maroon. Both imported and domestic makes from $6.50 to $15 dozen seem to sell equally well.

Motor scarfs in individual boxes are taking well and selling because of added weaves, qualities and much improved finish. Plain white, gray, bisque and black, or with bar ends in fancy designs are stocked at almost every price and quality and no scarcity should be felt this season.

However, regular sales will be better than usual, and buyers have their own territory to consider in anticipating quantities for Christmas. Judging from last year's record, sales should follow this year. Although stores with assortments sell the goods, business may be lost because the buyers did not properly foresee the demand, and cannot secure new shipments in time. Fair sales and a clean stock this year is a safe policy.

Motor hoods at $4.50 and $6.50 are being pushed, and some brushed knit hats and auto hoods, imported goods, are being tried out in large centres. Baby's coats, hoods, infantees and bootees are shown in usual colors, qualities and prices.

Spring ranges will prove interesting, as soon in September as samples can be assembled.



"The problem in our section of the country is not that of mail order competition, nor the question of cash or credit, or where the money is coming from or where it is going," said a merchant from Prince Edward Island. "The question is, how to keep our young people at home, and I am glad to see that the Maritime Board of Trade is waking up to the fact that something must be done immediately towards attracting the kind of manufacturers we require. I noticed quite recently a suggestion that the manufacture of articles of pure linen, such as collars, could be successfully carried on there. The duty on fronting linens would first have to be removed, but I think this is a proposition well worth considering."



You would not think of selling hosiery seamed up the front

Then why **continue** to sell Hosiery with seams up the back — in the toe or foot? Why continue to sell such seamy, uncomfortable things when you might just as well sell the **better** hosiery—the **Pen-Angle Full Fashioned seamless kind?** These stockings are made **without a sign of a seam**—and are the **only** full-fashioned hose made in Canada that are actually **knit** into shape, and shaped lastingly to the curves of the foot and leg as they are being knit. Women have waited years for such hosiery—and they'll ask for it at your store. So **be wise**—stock the Pen-Angle Full-Fashioned Seamless Kind.

N.B.—IN STOCK FOR IMMEDIATE DELIVERY—

Line 1350—Pure Thread Silk Half Hose (Mercerized toes, heels and cuffs) in the following colors:—Black, Medium Tan, Light Golden, Navy, Green, Pearl Grey, Steel Grey and Oxblood.

PENMANS LIMITED

PARIS -:- CANADA

Underwear

Hosiery **Sweaters**

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Pen-Angle Hosiery

ARE YOU READY?

Your customers will soon think of buying their Winter underwear.
Is your stock all in good shape?

Did you get our new advertising matter for window displays, store signs, etc. About the end of September should be a good time to arrange a good window display of

CEETEE PURE WOOL UNDERWEAR

To bring people into your store and help you sell these goods we are planning a bigger campaign than ever this Fall. It will be in full swing about the middle of the month.

It is up to you to get all the benefit you can from this. We can do no more. Made in all sizes and weights for Ladies, Gentlemen and Children.

THE C. TURNBULL CO. OF GALT, LIMITED

Manufacturers

GALT - - - - - ONTARIO

Also manufacturers of Turnbull's high class ribbed underwear for ladies and children.
Turnbull's "M" Bands for Infants and CEETEE Shaker Knit Sweater Coats.

WATERHOUSE WARRANTED HIGH GRADE UNDERWEAR — BRAND — UNSHRINKABLE REG'D.

YOU MAY NOT

Know all about the soft, pure, super-cleaned wool, the little points in design and workmanship that make a leader of

"MAPLE LEAF" UNDERWEAR

but if you will write us we will tell you about the profits you can make and the satisfaction you can give your customers.

Write for samples

Thos. Waterhouse & Co., Ltd.

INGERSOLL -:- ONTARIO

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"Craftana"



THE HALL-MARK OF Registered No. 262.005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

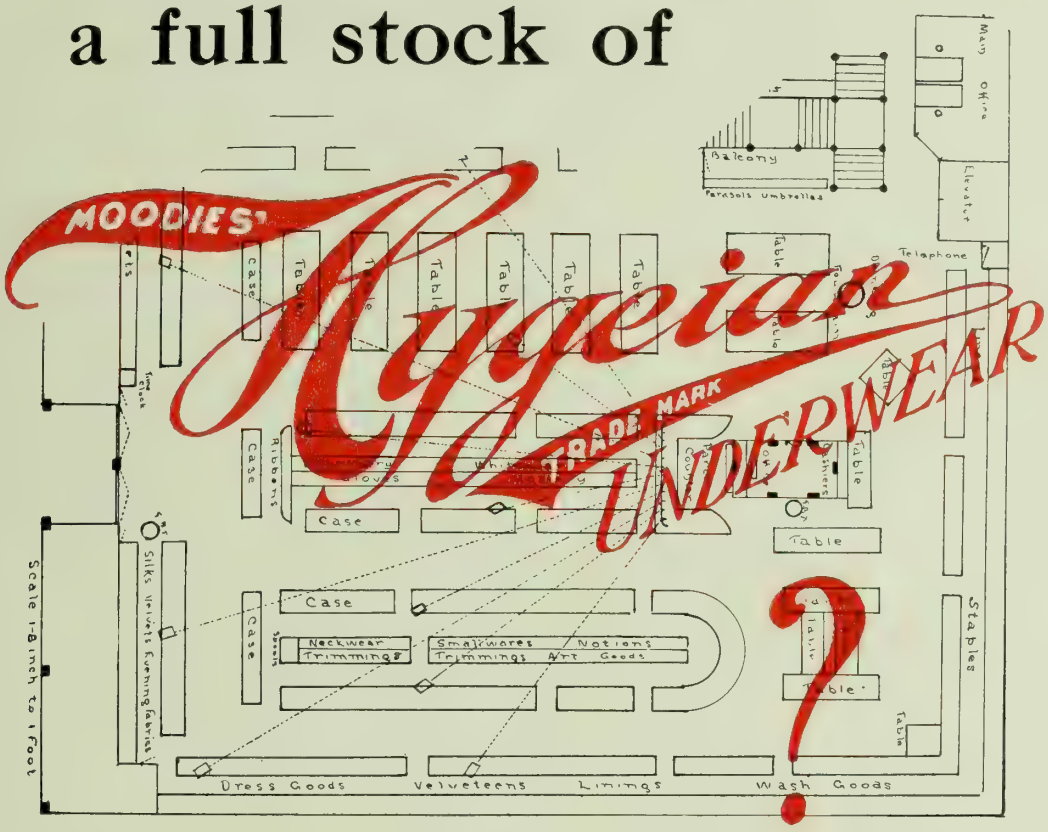
Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

ARE YOU INCLUDING IN YOUR 1913 PLANS

a full stock of



When you are making your plans for a bigger business—don't forget "Hygeian Underwear," the underwear that is included in hundreds of Canadian departments to-day, and is making good. It is an Underwear Trade Builder.

Ask Your Jobber to Submit
OUR RANGE OF SAMPLES FOR 1913

Prove to your satisfaction that our goods merit "**First Consideration.**" A careful comparison will reveal many little points of superiority in favor of our goods, which are accountable for HYGEIAN PRE-EMINENCE.

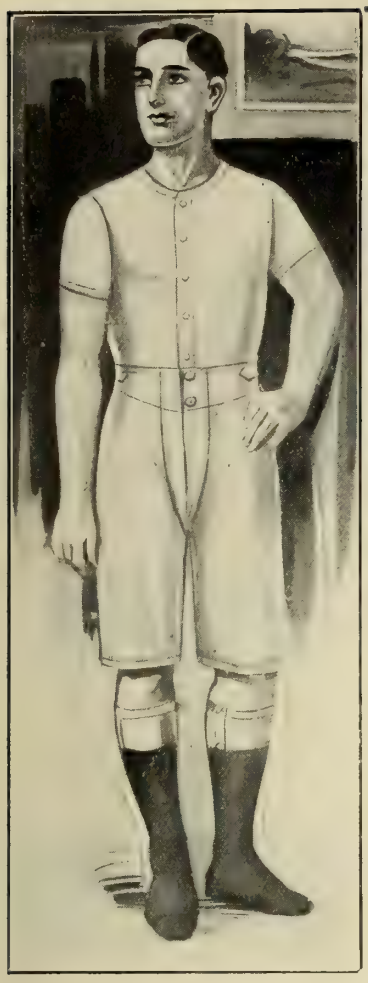
THE EAGLE KNITTING CO., Limited

Controlled by J. R. MOODIE & SONS, Ltd.

Hamilton -:- -:- Canada

FRANK M. BARNARD, Sole Selling Agent - - - Toronto, Montreal, St. John, N.B.

ASK YOUR JOBBER FOR VANTA VESTS, FOR INFANTS AND CHILDREN



TRADE MARK AIRYWEAR

THE HARVEY MESH

Means Comfort For Your Trade

AND MONEY FOR YOU

"Airywear" underwear for men is a revelation that promises to create a furore throughout the trade this coming season. Over a million small open pores ventilate the average union suit—that's why "Airywear" is healthful and popular with the better class.

Though high grade, and very superior quality, it is a popular price—made in all styles.

Write us for particulars of "AIRYWEAR" cloth.

HARVEY KNITTING CO'Y.
Limited

Woodstock **Ontario**

Maritime—F. S. White, St. Stephen, N.B **Quebec**—P. de Gruchy & Son, 207 St. James St. Montreal. **Ontario**—J. E. McClung, 33 Melinda St., Toronto, Ont. **Manitoba & N.W.**—S. Groff & Sons, 290 McDermott Avenue, Winnipeg. **British Columbia**—Allen & Lang, 601 Welton Building, Vancouver.

Health Brand Underwear

We have a complete stock of all lines of Fall weight underwear, Women's and Children's Vests, Drawers and Combinations, and Infants' Vests and Bands.

All styles, all weights—just the stock for your sorting order.

If you are not handling Health Brand, please see our samples, which are now on the road with our salesmen.

GREENSHIELDS Limited
MONTREAL

TRADE MARK REGISTERED
TIGER BRAND.

You Cannot Show the Sheep

to a customer when selling him pure woollen underwear, but if it bears the trade-mark of

Tiger Brand Underwear

you have just as good a guarantee of its sterling qualities. These splendid garments never fail to give the greatest satisfaction because of their soft, comfortable feeling, elegant finish, durability, elasticity, and because every garment is made of nothing but the very best of wool yarns.

WRITE FOR PRICES

THE GALT KNITTING CO., Limited
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AGENTS:
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The Highest Standard Knit Coats

MONARCH



M33B

HERE are a few reasons why "Monarch Knit" goods are the most profitable for you to handle:

From sheep's back to finished article, every stage of the manufacture of the wool into "Monarch Knit" goods passes the strictest supervision under our own roof.

The enormous output of our four large, modern and sanitary factories and the employment of contented competent labor tend to produce satisfactory goods at a moderate price.

Each garment sent out from our factory passes the closest examination of an expert and has the "Monarch" guarantee behind it. This insures quality, workmanship and price.



L19

The Monarch

Factories at: Dunnville, Ont. St. Catharines, Ont.

Head Office - -

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For Men Women and Children



—KNIT

OUR designers are constantly in touch with the authoritative knit goods fashions of the day both in America and Europe. Their constant aim is to produce goods with a distinctly tailored style, as well as the novelty goods which stand out by themselves and meet the ever varied demands of the trade.

Though the "Monarch Knit" Sweater Coats for men, women and children are high grade, they are not necessarily high priced, but are produced at prices consistent with good value.

Write for Our 1912 Catalogue.



M53



Blazer No. 2.

Knitting Co., Ltd.

St. Thomas, Ont. Buffalo, N.Y.

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JAY

ALL-WOOL UNSHRINKABLE Underwear

Every Customer who purchases JAY Underwear will be a satisfied customer.

Viewed at from every point of view—comfort, durability, weight, range of sizes, cost—JAY is emphatically the underwear for Canadians.

The patented improvements, securing greater comfort and durability, added to the high skill displayed in its manufacture, have made

JAY

THE WORLD'S LEADING WOOLLEN UNDERWEAR

N.B.—Every genuine JAY garment bears this Trade Mark.

THE JAY FINISH TRADE MARK UNSHRINKABLE.

Wholesale Agents: I. & R. Morley; Geo. Brettle & Co.
LONDON, ENGLAND

Steele's Ad. Service

Jaeger Pure Wool Underwear
For
Fall and Winter



United Garment, Double-breasted, Long Sleeves.

is known throughout the civilized world, not only for its hygienic properties, but also for its quality and stirling value at fixed moderate prices. To this is added the fit, finish and style demanded by high class wearers. Made in all sizes and weights for men, women and children; see illustrated catalogue.

Application for selling agencies in Canada should be addressed to



Dr. Jaeger's SANITARY WOOLLEN System COMPANY LIMITED

Head Office and Warehouse, 52 Victoria Square, Montreal


Pen-Angle
Sweater
Coats
YOU'LL CATCH THEM
WITH THIS LINE
Whether or not you succeed in landing anything 'worth while,' depends *entirely* on the kind of bait you use.
Bait YOUR hook with Pen-Angle Sweater Coats—and you'll get the best that's going.
Made of soft, fleecy wool—and *Knit* (by the Pen-Angle process) into lasting shapeliness, these smart Sweater Coats are *bound* to give your Customers satisfaction. You'll surely *catch them with this line.*
PENMANS LIMITED
PARIS, CANADA
UNDERWEAR - HOSIERY
SWEATERS

FIVE HOSIERY BRANDS

Worth While

always satisfactory for THE WEAR IS THERE

"ITALIAN SILK"

"PARAGON" "EXCELSIOR"

"ECLIPSE RIB" "GAUZE SILK"

Your Wholesale House Can Supply You.

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BEAVER BRAND



In the "Beaver" Line

Men's and women's Sweater Coats, Toques, Mufflers, etc. A big assortment.

If we could select knit goods styles that would sell better, we would.

WILL YOU LET US PROVE THE SUPERIORITY OF "BEAVER" BRAND TO YOU?

Not only are our knit goods above the usual in style, but the quality, considering the price, is on the top rung of the value ladder.

Every garment is perfiectly finished and has that snappy style which "Beaver" brand sweater coats are noted for.

See our range and let us prove our statements.

R. M. BALLANTYNE, Limited

Manufacturers of Beaver Brand Knit Goods

STRATFORD - - - - ONTARIO

The Best Men Wear It

—Wear it and praise it, because of its perfect fitting comfort and its unshrinkable, long wearing qualities.

"St. George" Woolnap underwear paves the way for a better furnishing business.



"St. George" Unshrinkable Underwear

is a profitable line for you to handle. Comes in all weights, styles and sizes—sold by all jobbers. Remember the name, "St. George"—the underwear for men.

THE WOOLNAP TRADE MARK

UNSHRINKABLE

This trade mark in underwear is a guarantee of satisfaction.

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BEEHIVE
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—BRITAIN'S BEST—

J. & J. BALDWIN'S BEEHIVE AND WHITE HEATHER specialties form the finest range available from any source.

AGENT :—DUNCAN BELL, MONTREAL & TORONTO

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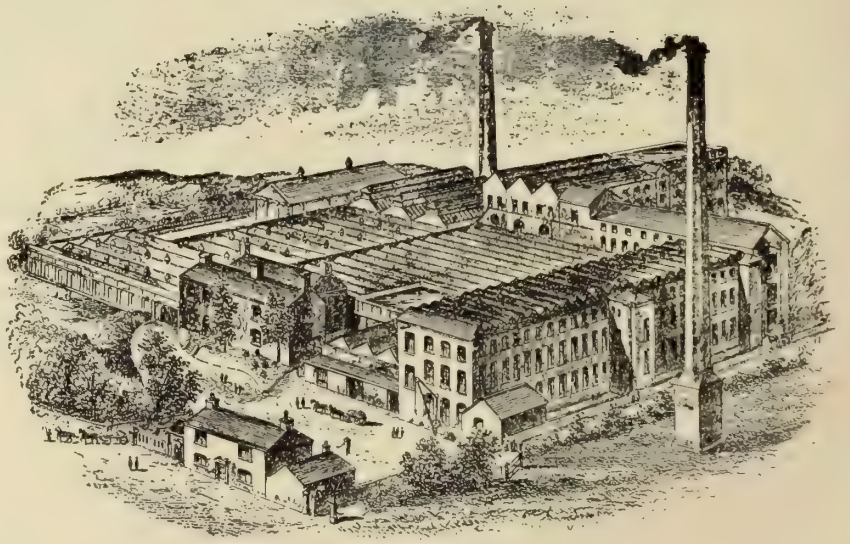
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BURNLEY'S WOOLS.

TRADE MARK REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's Fine.

Hosiery Yarns, &c., &c.



Soft Knittings, B. Imperial, Soft Spun Vanguard Fine.

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ESTABLISHED 1752

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MANUFACTURERS OF SCOTCH FINGERING & KNITTING WOOLS

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

Dominion Brand Hosiery



The children like Dominion Brand Hosiery because it's comfortable. The mother finds that it is durable and therefore economical, and a time and labor saver on darning day.

When she wants new hosiery for the children, herself, or her husband, isn't it reasonable to suppose that she will come to you for the brand that pleased her before?

Dominion Brand allows a good profit to the Merchant.

A. BURRITT & COMPANY

DOMINION MILLS

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Textile Soaps

A SPECIALTY

THIRTY-FIVE years' experience in the manufacture of textile soap in England and in Canada.

Send for Samples and Prices

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(A. G. Phillips, Prop.)

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British America Assurance Company

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(FIRE ASSURANCE)

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THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

"King Quality" The HOSIERY HOUSE of Canada "Queen Quality"

Our travelers are now on the road for Spring 1913 with—KING QUALITY MEN'S HALF HOSE and QUEEN QUALITY HOSIERY & GLOVES for women and children.

The lines throughout are most interesting and it will pay you to wait for our representative.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.



LADIES' UNDERWEAR
FOR FALL 1912

Our samples for 1912 are now in the hands of our travellers and we beg to call your attention to our new Combinations in the well-known brands,

Zenith BRAND REGISTERED

Crescent BRAND REGISTERED

"Velva" BRAND

The Mode of Manufacture of these Combinations has been registered.

MANUFACTURED ONLY BY

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RICHARD L. BAKER & CO., 100 Wellington St. W., Toronto, Ont.



Dress Goods and Fabrics

The Buyer's Viewpoint

Makers of high-grade dresses and waists are using fine satin-finished crepes for Spring lines.

Moires for millinery is a suggestion that they may be used for other purposes next Spring.

Bedford cords, coverts and serges will undoubtedly be leaders in the next season.

Fashion still favors silk fabrics — Soft satins, headed by Charmeuse in the lead — Smoother finishes and lighter weights the feature in woolen fabrics for Spring — Coverts favored — Cords and reps in cotton fabrics — The new fabrics and colors arranged in order of predicted preference

EVERY fashion indication points to silk fabrics as maintaining the unusually strong position they have held in the past three or four seasons. Satins, cords and crepes seem to be the order. Satin charmeuse is the chief favorite, and its prominence will reflect favorably upon the sale of bright finished satins in mousseline weaves and where charmeuse is not obtainable, or is too high-priced, weaves of this nature will form a satisfactory substitute. Fine satin-finished crepes are being used by the makers of high-grade dresses and waists, and crepe de Chine, a satisfactory fabric, is becoming a favorite material.

For silk tailor-mades and for coats and cloaks, cord weaves, coteles and Bedfords are all in evidence. In lighter weights and for trimming purposes there is a leaning towards failles. Novelty ideas in Shantung silks are being featured in cord effects.

Moire silks are making their appearance in millinery this Fall, and doubtless their course will be watched with interest as a possible development will be the showing of moires for other purposes in the coming Spring.

In high-class silks there is a strong tendency towards brocades, and this is keeping floral effects in warp prints in the novelty class. Dark ground taffetas and soft satins are showing printed with small floral bouquets in pompadour style.

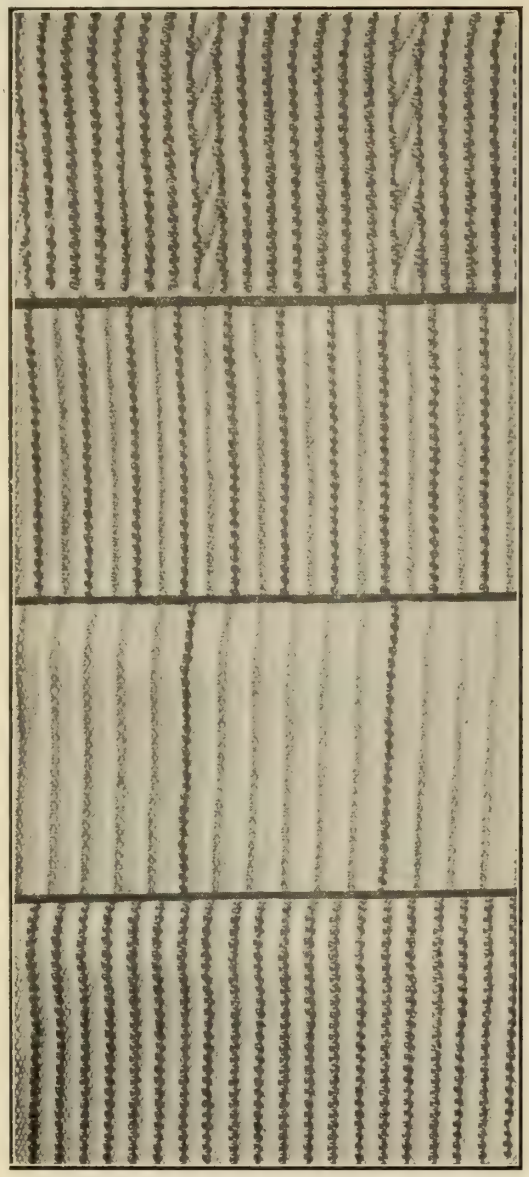
Smoother Finish and Lighter

A feature of wool fabrics for Spring — Cord weaves, both diagonal and vertical — Covert mixtures and stripes the leading fancies

The collection of wool dress and suiting fabrics for Spring, 1913, shows that the pendulum of fashion is swinging over again from the rough weaves that have been fashionable during the past few years, to the smoother-finished cloths and away from woolens to worsted weaves.

Another development that is of importance is the growing strength of light-weight silk and wool fabrics. Now that pleats and drapery effects are showing signs of a revival, interest is assured in fabrics of this class. The fact that cord weaves are so highly favored points to a renewed interest in such fabrics as eoliennes, silk and wool crepes and both plain and brocaded and in striped and diagonal effects.

For the plain-tailored suit, nothing has appeared to take the place of serge, and the present demand for this fabric, both for suits, tailored dresses, and for children's wear gives every promise of a continuance, at any rate, over another Spring season. This factor places blue at the head of Spring colors though there are signs that Copenhagen and novelty shades will



Novelties in white and black striped Bedford cords. The cut shows very plainly the welt or cotele character of the weave favored.

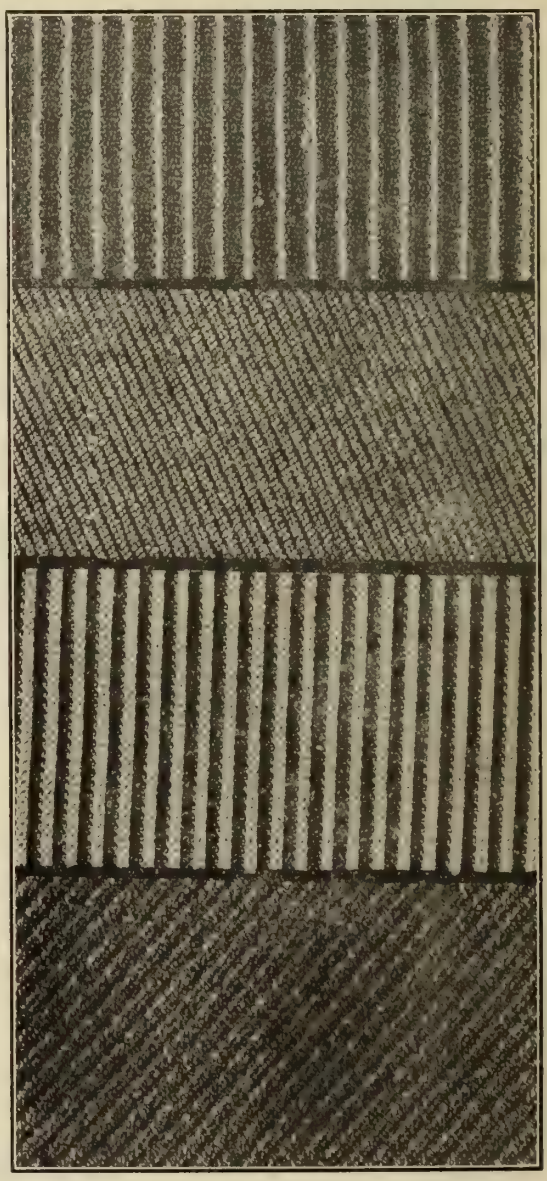
have more prominence another Spring. The serges wanted will have a smooth finish and, for dresses, soft French serges will be well taken.

In other lines of fabrics a logical development along lines indicated for some time past rather than the introduction of entirely new ideas is the feature. Cord weaves, both diagonal and vertical, amply express the fabric idea. Bedford cords, but not of the old raised type, are the leading fabric. The weave favored is in lighter weight and has a flatter cord more of the welt or cotele nature. Consequently it lends itself to an introduction of drapery effects. What may be termed covert mixtures are the new feature in this fabric, also hair-line stripes of black or a darker tone of the same or a contrasting color will be a strong feature.

Whipcords are out in force in covert effects and in shots and two-tones with the cord in one color and the ground in contrast. As a rule, the ground color is light and black or a dark color forms the rib. Some very handsome effects of this class show the introduction of silk threads. Self-stripes, hair-lines, chevron and stripes showing contrasting arrangements of the whipcord weave are all prominent.

It is only a step from whipcords to coverts and the prominence of covert mixtures in all lines points to the manner in which it is expected that this cloth will be taken up. Coverts are showing in two-tone effects broken with hair-line stripes of the same or with a contrasting color.

Covert colorings are also shown in light-weight worsted suitings. Stripes are featured here in wider



Reading from top to bottom:—1, Fancy Bedford in three-color stripe, nut brown, black and grey. 2, Tan and black whipcord, black ground color, tan cord. 3, Even stripe cotele tan and black; shown by Nisbet & Auld, Toronto. 4, Whipcord suiting in grey and brown mixture; shown by W. R. Brock Co., Toronto.



NEW LABEL FOR STEELCLAD GALATEAS

To avoid confusion with any ticket used on Galatea resembling STEELCLAD, we have changed the style of STEELCLAD GALATEA ticket as shown above.

STEELCLAD GALATEA

It is the ideal fabric for Ladies' and Children's Wear

Light in weight—Shrink and Stretch Proof. A beautiful finish. More than 3-4 yard wide. Retails with good profit at popular prices.

Put STEELCLAD on your shelves.
It will sell all the year round.

See your Wholesaler for the Goods Made and Guaranteed by

Dominion Textile Company, Limited

Toronto MONTREAL Winnipeg

effects made up of a number of narrower ones and with an over-stripe of silk. Solid colors with hair-line stripes of contrasting color are extremely prominent.

Combinations of black and white will be extremely strong in all fabrics. Bedford cords have a high place in these goods and white ground Bedfords with hair-line and in a big range of black and white stripes form an assured feature of the coming Spring season. White and cream Bedfords will be in high favor.

FABRICS FOR SPRING, 1913

Wool fabrics:—Bedford cords, coverts, serges, whipcords, worsted suitings, broadcloths, sheer silk and wool mixtures chiefly in cord weaves.

Silks:—Brocades the high novelty, cord weaves such as faille, Ottoman, bengaline and in novelty effects strong, soft-clinging satin fabrics on the crepe order such as charmeuse, crepe meteor, crepe de Chine. Liberty, messaline, paillette and like weaves staple.

Cottons:—Reps, poplins, plain and novelty effects in piques and welts, eponges or ratines; plain and novelty crepes, and cotton suitings. Rough ramie effects the high novelty.

Cotton Crepes and Cords

Fancy effects in better cloths are strongly indicated for next season — Excellent outlook for voiles — Piques, welts and cotton Bedfords

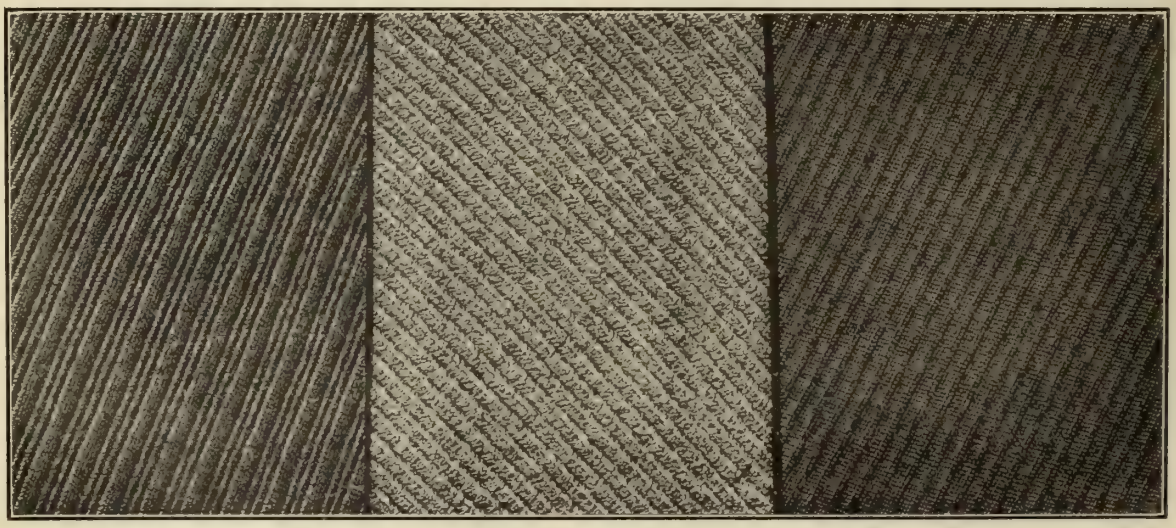
Novelties in cotton goods for the Spring season of 1913 promise largely to follow on after those shown in silk and wool. This brings crepe ribbed and cord weaves into special prominence, and this prominence is not particularly new to the majority of buyers. The fact that these weaves were bound to come to the front has been clearly indicated for the last two Summer seasons. This condition has, however, led to the featuring of fancy effects and of better and novelty cloths.

Crepes will be in large demand from the cutting-up trade, not only for waists and dresses, but for the making of whitewear. These fabrics have been found to be very practical for this purpose as they wash well and save labor because they do not require ironing. Very fine crepes, almost as sheer and as soft in finish as the silk variety, are used for the better grades.

For waists, a cotton crepe de Chine is being taken up and promises to rival the fine voile so much used during the passing Summer. Crepes also appear decorated with embroidery and novelties are embellished with ratine yarns.

There is an excellent outlook for voiles. Not only are plain voiles, both in white and colors, being taken but some of the best selling fabrics are in the voile class decorated with silk stripes. And to a more limited extent, printed voiles will be again featured.

Cords are equally featured with crepes for the coming season and all ribbed weaves such as poplins, reps and Ottomans promise to have an immense vogue. Piques were introduced for the Spring of 1912 and would certainly have done better if the



Reading from left to right: Fancy cord diagonal corbeau or midnight blue. Diagonal ribbed suiting, Durbar blue and taupe grey mixture. Diagonal Bedford cord, midnight blue. Shown by Laurel Mfg. Co., Toronto.

VELVETS

This season will eclipse all records in the popularity of pile fabrics and the effects produced in plain and fancy makes enable the merchant to offer his customer a splendid choice.

We are well stocked in

27-in. Plain Colors
22-in. Fancies

also a limited assortment of high class wide widths in plain and novelty weaves.

All our lines are specially designed for costume trade and possess the proper color combination with desirable width.
Samples on application.

HAYES AND LAILEY

TORONTO

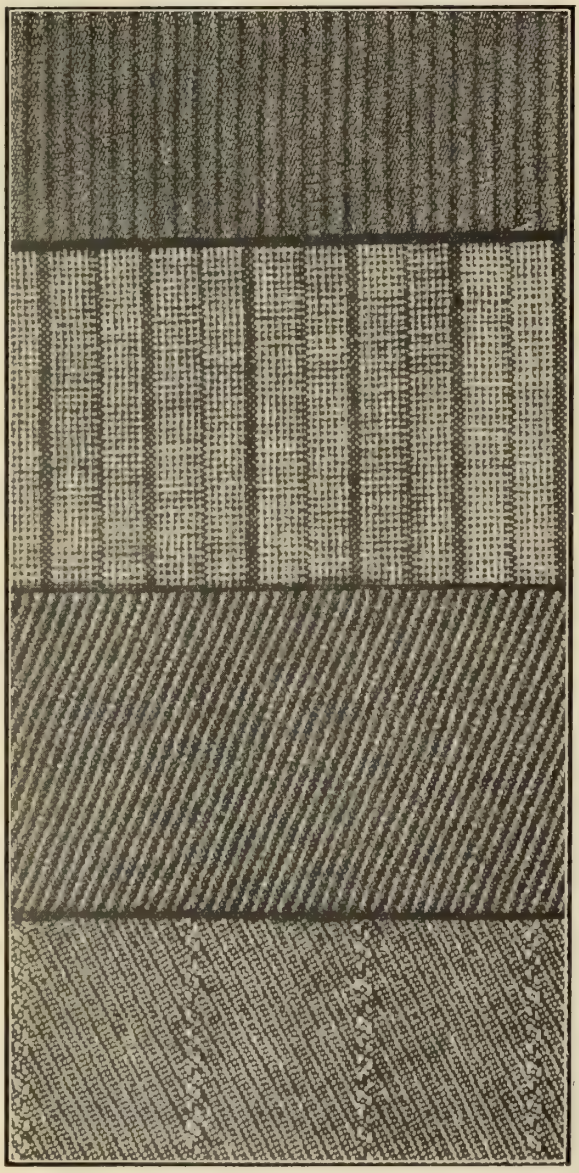
40 Melinda Street **Phones Main 445-446**

supply could have been kept up. Piques, welts and cotton Bedfords are among the first selections for the coming Spring and are showing in novel and varied effects as well as in the staple soft-finished cloths. Besides white, piques are showing in all the leading colors—natural, pink, sky and Copenhagen and tan being the best selling colors.

Now that collections are becoming complete, it is perfectly certain that the ratines or eponges will be good sellers in heavy wash fabrics. Good quality ratines will sell again to the better trade while lower-priced fabrics will be introduced to satisfy the popular demand. Much of the success of this material will depend upon the ability of the manufacturer to put out a satisfactory cloth to retail at a popular price.

Due to the fact that dress linens have sold so well in the Summer now passing and that orders are already placed for increased quantities for the coming Spring, cotton suitings of like weight promise to be good sellers. In the novelty end, rough-finished linens and cotton suitings, and also ramie novelties ought to make good. Though the vogue of printed fabrics will be dependent upon the manner in which the new woven novelties are taken up, and promise to have a lessened vogue during the season of 1913, there is always a showing of stripe and neat designs and also of floral and Dresden effects.

One feature that is promised is the increasing vogue of white. White has been the high novelty in all the leading fashion centres in the past Summer and this vogue is safe to pass on to the popular trade during the coming season. This is always a popular move in the Canadian market as it is one that is peculiarly suitable to the Summer climate.



Reading from the top: Lightweight Bedford cord, grey and brown mixture, giving a taupe shade. Novelty worsted, dark and light grey stripes. Covert cloth, brown and grey mixture. Black and white covert with self stripe. Shown by Nisbet & Auld, Toronto.

LEADING SPRING COLORS.

Mixtures in what may be termed covert colorings. Two-tone and shot effects in diagonal and cord weave. Cord stripes and mixture stripes.

Blue:—Navy, corbeau, national, telegram, durbar, Copenhagen, sky.

Browns:—Seal, nut, chestnut, golden, light and dark tan, levrette (between grey and brown).

Greys:—Taupe, lavender grey, stone, nickel, iron.

Green:—Myrtle, bottle, linden, reseda.

Novelty colors:—Orange, amber, pumpkin, lavender, purple, fuchsia, satan or tomato red, scarlet, shell pink, watermelon, pink, rose, sky, durbar, peacock, Nile.

A traveling salesman who has just returned from Prince Edward Island, states that merchants there are putting up a telling fight against outside mail order concerns by ticketing their goods with comparative prices.

There is some advertising value after all in the fact that members of the staff leave town occasionally to get new ideas. A progressive Ontario store had this paragraph in a recent advertisement:—"This week three of our buyers are spending the week in New York, studying what is newest and best in the market. Another member of our staff is attending the Window Trimmers' Convention in Toronto."



Put a live-wire in your underwear department.

LIVEN IT UP FOR BIGGER BUSINESS

There is no time like the present to see OUR RANGE OF SAMPLES FOR SPRING 1913.

In this Season's Range we have included nothing which in previous years were found undesirable, and not wanted; have added many new patterns of finishes never before shown, and have improved the fabrics generally, where such improvements were possible.

To-day we are able to show you the Finest Range of Underwear ever shown in Canada. Many of the important features being exclusively our own.

WE GUARANTEE FIRST-CLASS DELIVERIES.

PEERLESS UNDERWEAR CO., Limited

Hamilton, - Canada

WE ARE REPRESENTED BY

ONTARIO—C. & A. G. CLARKE, Empire Building, Wellington Street West, Toronto.
BRITISH COLUMBIA—GEORGE A. CAMPBELL & CO., Mercantile Block, Vancouver, B.C.
QUEBEC—J. CARSON, 112 St. Peter St., Montreal; ERNEST HAMEL, 115 St. Joseph St., Quebec.
MARITIME PROVINCES—G. A. WOODILL, 20 and 21 Roy Building, Halifax, N.S.
MANITOBA, SASKATCHEWAN, ALBERTA—HANLEY, MACKAY, CHISHOLM COMPANY, LIMITED, 129 Albert Street, Winnipeg, Manitoba.

PRIESTLEYS' creative genius, constantly anticipating the demands of fastidious fashion, has provided for women of taste and discernment numerous Dress Fabrics, but nothing to excel his latest productions.

Priestleys'
FALL 1912



Stella Whipcord, Leslie Whipcord
Cravenette Barbican
Desmond Whipcord, Delaware Cord
All Shades

Black Dress Goods

Black Wool Cordova
Black Wool Corsican Whipcord
Black Silk Warp Helena
Black Silk Warp Ravenna Twill

Your best customers will appreciate these goods—see that you have them in stock

Priestleys' Productions Perpetually Please

Sole Agents for Canada

GREENSHIELDS Limited - Montreal

SILKS *for* WEAVING, KNITTING & EMBROIDERY

J. MAYGROVE & CO., LTD.

MANUFACTURERS OF

Italian, China and Japan Trams, Organzines and Sewings, Tussahs, Floches, Flosses, Spuns, Twists.

Machine Sewing Silks,
Embroidery Silks Flosses,
and Lace Silks.

MILLS—ABBEY MILLS, ST. ALBANS, ENG.
WAREHOUSES—51-52 ALDERSGATE ST. LONDON, ENG.

ARTIFICIAL SILK *for* WEAVING, KNITTING & EMBROIDERY

Please mention The Review to Advertisers and Their Travelers.

The
"PIRLE"
(Reg'd)
Finish.

"Indispensable for the Open-Air Girl."



See what "THE QUEEN" calls the magic words THE "PIRLE" FINISH stamped on the selvedge.

A "PIRLE" COSTUME
does not mark or cockle with rain.

"Lady's Realm" says:—"The outdoor girl who loves to cycle, walk, and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will remain unspotted and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."

"Madge," in "Truth," says:—"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer. The Proprietors undertake to make good any material so stamped that has been actually damaged by rain."

"Pirle" finished Cloths and made-up Skirts in great variety to be obtained from Leading Importers.

BDA
Copyright

If any difficulty, please write to
The Bradford Dyers' Association, Ltd.
39 Well Street, Bradford. | 128-129 Cheapside, London.
England.
Attractive showcards supplied free of charge through leading importers.

Dry Goods Men's Convention

The first on record was not large enough to deliberate upon nine important resolutions.

At their first annual convention, members of the dry goods section of the Retail Merchants' Association did not attend in sufficient numbers to make the session deliberative. The attractions of the Toronto wholesale warehouses, manufacturing concerns and the National Exhibition were evidently too strong to resist in behalf of the docket of questions that had been prepared for consideration. The meeting adjourned after a short session and another meeting will be called later. Under its enlarged powers, the Association can now take decisive action in several problems that previously could not be touched, and it is to obtain representative opinions on these that the first convention was called. Many merchants have already signified their endorsement of the steps suggested. Summarized, the resolutions, nine in number, prepared for the meeting, are as follows:

That a dry goods section of the Retail Merchants Association be formed for the better adjustment of trade questions.

That steps be taken to discontinue the practice of handling staple lines that do not carry a fair profit.

That action be taken to remedy the evil of shortage in measure on goods that are home made or imported.

That this meeting endorse the action of the Association appointing special advantages to mail order concerns by the Government.

That the meeting considers the proposal to close all retail stores on Wednesday afternoons during the year.

That action be taken to stop the practice of wholesalers selling goods to the public at retail.

That the Dominion Government be asked to have the duty removed from British and foreign packing and wrapping cases, as in most instances they are almost valueless when they arrive in Canada and cost four or five times in other countries what they cost here.

That the working hours per day be mutually arranged between employer and employee and that this meeting declare its disapproval of the Act forbidding the employment of females in stores after six o'clock except on Saturday nights or before public holidays.

That a credit reporting system be adopted that would operate throughout the Province of Ontario.

If you have skill, use it—cash it. If you have no skill, get it. It is no shame to be commonplace—the shame is in staying so. Mistakes are a blessing if they teach us not to make the same one twice. The trouble with some mistake-makers is that they refuse to be taught.

Belding Paul Corticelli Limited

SILK Manufacturers

MILLS: Montreal, P.Q.; St. Johns, P.Q.; Coaticooke, P.Q.

Silks Silks Silks

Having bought out the old firms of Belding Paul & Co., Limited, The Corticelli Silk Company, and The Cascade Narrow Fabric Company, we desire to announce to the trade that we are carrying on the respective concerns in all branches as heretofore.

No advance in prices has been made or is contemplated and the most favorable treatment will be extended to the Canadian trade.

We continue the various Popular Brands as of old. The Qualities being kept up to the High Standard they have always been produced.

We appreciate the generous support given to the old concerns, and respectfully request the continuance of same to the New Corporation, which will have our best and prompt attention.

Our Travellers are out covering all Provinces from Atlantic to the Pacific, with the newest and most attractive samples ever offered to the Canadian Trade, for the fall season. Extra good values.

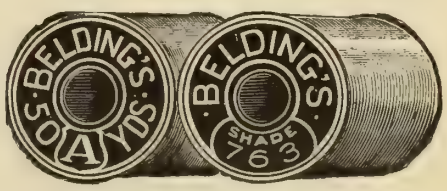
Business prospects brighter than ever all over Canada.

Order early to secure prompt deliveries.

Belding Paul Corticelli Limited



Sales Rooms:
MONTREAL, TORONTO,
WINNIPEG, VANCOUVER,
and **SYDNEY, AUSTRALIA.**



"MEN'S WEAR" says: "Tailors and Outfitters all over the world are greatly indebted to Messrs. Samuel Kirk & Sons, Ltd., for the perfection to which they have brought their permanent finishes for linings (Italians, Mohairs, etc.)"

THE BEST ITALIAN LININGS BEAR THE

KIRK

Stamp as below:



BDA

KIRK'S PERMANENT FINISH

THERE ARE TWO FINISHES WITH THIS NAME AS A GUARANTEE OF EXCELLENCE IN BRILLIANCY, PERMANENCY & STRENGTH

(1) The Original "Permanent" Finish

(2) "Velper," *(Regd.)*

The Velvety Permanent Finish for those who prefer a soft handle.

BDA (Copyright)

Patterns showing either finish can be had on application to

The Bradford Dyers' Association, Ltd.

39 Well St., Bradford, England

London Offices: 128-129 Cheapside

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

KING'S Established 1775 — Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS Sold by leading jobbers — for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH Every piece perfect — Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS — They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

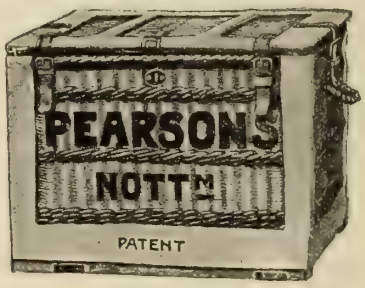
Canadian Representatives:

CAMPBELL SMIBERT & CO.,

210 St. James Street - - Montreal

PEARSONS' BASKET FACTORY, NOTTINGHAM ENG.

92 Years Experience



PATENTED HARD-WEAR PROTECTORS.

THOUSANDS IN USE IN ALL COUNTRIES

WATER PROOF INDESTRUCTIBLE

BEST VALUE OBTAINABLE

ILLUSTRATED CATALOGUE FREE

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

"B.B." TORCHON

Copyright.

REG^{D} B MARK

PATENTED

THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

An Exact Reproduction of Hand Made Lace

possessing the same exceptional qualities for appearance and durability

Manufactured of **Irish Linen,** *Silk, Wool, etc., by*

BIRKIN & CO. .:. NOTTINGHAM, ENG.

Manufacturers of B. B. Torchons, Finest Quality Valenciennes and Novelty Laces

Represented in Canada by A. B. FISHER, 400 Empire Bldg., 64 Wellington St. W., Toronto

"How do you spell SHOWERPROOF?" "C-R-A-V-E-N-E-T-T-E, of course!"

DUST-PROOF AS WELL AS SHOWER-PROOF



'Cravenette' SHOWERPROOFS

BDA (Copyright)

The "GRAVENETTE" CO. LTD., affix their stamp only to such goods as are suitable in quality for showerproof purposes.

REG^{D} TRADE MARK "Cravenette" PROOFED BY THE Cravenette Co. LTD

Facsimile of Stamp

Therefore this stamp is a guarantee, not only of showerproof properties, but also of the quality of the material.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS. IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

THE CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

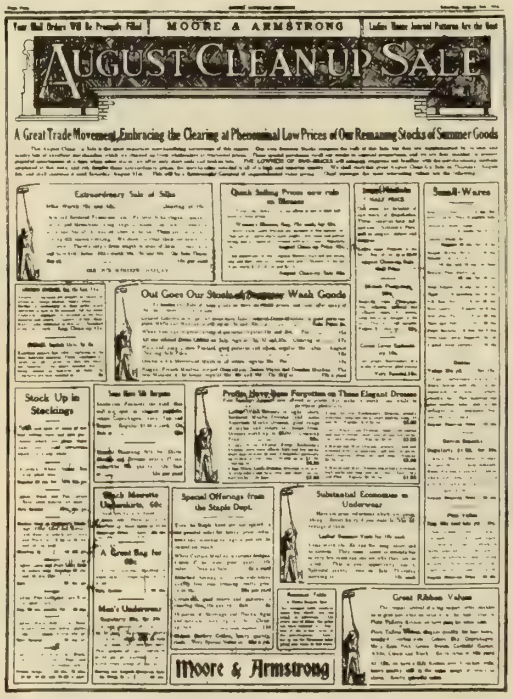
Showcards or Booklets if desired may be had by applying through the Wholesale Importing House
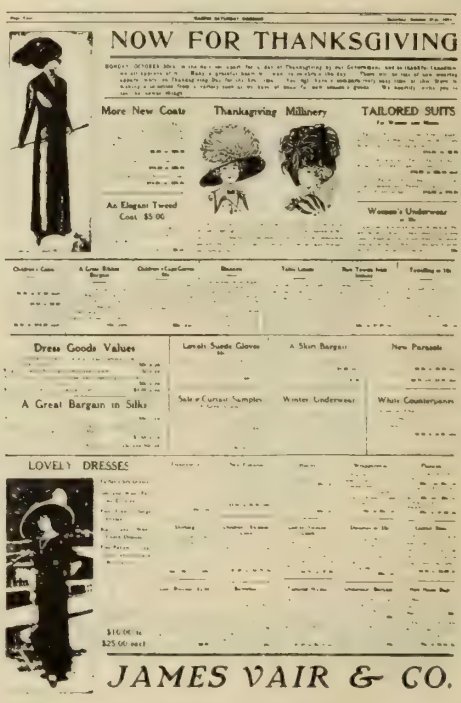
has shot his bolt and that the event calls for no very important comment. The following paragraph consists of a series of sentences which made up a recent advertisement of the kind described and in the succeeding paragraph some suggestions as to improvement are given:—

1. Going out of Business! 2. Commencing September 1st we will put on our Going-out-of-business sale and will keep it up until January 1st, 1913. 3. During those four months everything in the store must go. Every bit of a $30,000 stock has simply got to go, for after January 1st our building is for sale or rent. 4. Now you people who have got to buy dry goods, clothing, dresses, etc., owe it to yourselves to take advantage of the biggest sale that you ever saw—the chance of a lifetime. 5. All our Fall goods are brand new—dress goods, costumes, coats, etc., and every one has to go. 6. Remember the date and come early and often. 7. Take advantage of the prices and lay in a stock to last you for some time.

1. This is the heading line. It is in 1½ inch block type and hits the nail on the head, though a trifle heavy. 2. This sentence repeats the heading and in that respect is unnecessary. The following is suggested. "Four busy months, September, October, November, December in which to clear our $30,000 stock, containing new Fall and Winter goods." 3. These lines are unnecessary. Insert the explanation: "Our lease expires January first. After that time the store is required for other purposes." 4. Might be remodelled to emphasize features of departments in which the store is particularly strong. The point must be impressed that the merchant is prepared for the Fall season, that his stocks are complete, that the sale has a decided advantage in that the event is a bona fide movement of seasonable stocks. 6. Is not emphatic enough regarding the date. This line is suggested: "Remember—this sale starts September 1 and must end January 1." 7. This is a line that a merchant would not use in a regular way, particularly that part which invites people to "lay in a stock to last you for some time."

This is the advertisement complete, and it is suggested that a decided improvement would have been brought about had the announcement occupied, say one-half and some information about values the other half. Eight different type faces were used in the advertisement. A mere announcement about the retirement would have done just as well in a space half the size. In fact, one recently appeared in which only two styles of type were used, and the message or body took the form of a letter to the public announcing the retirement and stating that information as to values would follow immediately.





Full page advts. by T. M. Moone, Barrie, which illustrate his point that an advt. is no place for poetry. The "August clean up" page is well balanced, but the heading, "A Great Trade Movement," is too long and crowded. "Our Remaining Summer Stocks at Exceptionally Low Prices" would have been sufficient, without practically repeating the head line. In the Thanksgiving advt. the two fashion half-tones might have been placed to secure better balance, say one on each side of centre spacing.

READY TO WEAR GARMENTS



The Buyer's Viewpoint

Development of garment trade evidenced by demand for quality goods that would have been impossible a few years ago. Market less restricted.

Exceptionally fine showing of whitewear for late Fall and January merchandising events.

Reports from Paris indicate some uncertainty in the matter of coat lengths. Unique treatment of contrasting colors.

Growth of Canadian Garment Trade

New lines suggest how certain has been development of the quality garment.

THE trade is on the threshold of the fall selling season at retail and buying is now in progress not only for the assorting season, but also for the early months of 1913. Though on every hand there are signs of an increasing prosperity that must be conducive to a big season's trade, purchases are being made with a certain amount of caution and reserve. Much of this slowness to operate can be laid to the cold, chilly and wet weather that has prevailed during so much of the present summer. This has retarded the sale of seasonable goods, and has left a heavy stock in the hands of the retail merchant. Should a short period of fine, warm weather take place in the immediate future, the trade would benefit by the moving out of the belated summer stock, and by the free buying that would instantly take place for the season opening and for the coming spring season.

Manufacturers of ready-to-wear garments are farsighted in providing in advance for the coming season, though of course they will take no undue risks in the preparation of advance goods. But no one that has been privileged to see the new lines prepared both for Fall assorting and for January delivery can fail to be greatly impressed with the evidences of substantial growth and advancement in all lines. Materials and trimmings are now used and garments produced and sold that only a few short years ago would have been impossible of sale in any part of the Dominion.

Up to date, the restricted market has made it impossible for the Canadian manufacturer to compete upon equal ground in the production of high-class garments as there was not a wide enough sale to make the manufacturing of this class of goods profitable. This condition has been mainly responsible for the importation of garments over a certain price.

In some lines, notably in whitewear and in waists this line of demarkation has been swept away. In other lines, the price restriction point is being raised higher, and the evidence is that, as applied to all but the very highest class of garments imported for the style features contained, this point of restriction is upon the eve of a total disappearance.

As a body the Canadian garment manufacturers are fully living up to their opportunities. More than ever are they studying out the ways and means of keeping in touch with foreign fashion centres and of obtaining this important class of news direct, and at first hand.

Another impressive feature is the growing importance of the designer, and the very apparent desire to secure the best that can be obtained.

New York has not lost its importance as an arbiter



Corset cover and drawers in combination. Made of sheer cotton crepe, trimmed with lines of Irish crochet lace.

of fashion for Canada, and probably never will, because of its situation, but the number of Canadian firms perfectly equipped and capable of making their own adaptations from Parisian forecasts is on the rapid increase.

Whitewear Novelties for 1913

Simplicity, and the sheerness of the cloths and the high quality of the trimmings are outstanding features — Combinations are strong sellers

In no line has the broadening out of the Canadian market made a more marked difference than in whitewear. This is as remarkable in the medium and popular-priced grades as in the more expensive numbers. The new lines are fully illustrative of this point, for not only is novelty of cut and design a feature, but the novelty features extend also to the materials and the trimmings.

Not so many years ago the only change considered necessary was the introduction or omission of a tuck or pleat or the substitution of lace for embroidery and vice versa.

Now, the cutting of the undergarments must follow the lines laid down by the gown and suit and must be of such perfection as to emphasize and not break the line.

The novelty also extends to the materials and trimmings for, not contented with the sheerest of nainsooks and lawns, sheer chiffon, finished crepes and batistes are now being used. There has been likewise a corresponding revolution in laces. Valenciennes is always used, but both the quality and the patterns have been improved, and it is now largely supplemented by the use of effective novelty laces. Real Torchons and Clunys of varying degrees of fineness, as well as the Bremen laces and other linen machine-made imitations of the real lace are used. Also the cotton Clunys, Maltise, Irish and other laces are freely used. The embroideries are in keeping and are worked on nainsook, sheer muslin and batiste and, save those used to brim the cheaper garments, run very much to hand-worked patterns. This applies to the Madeira, blind, eyelet and spray effects that are hand-worked in the sense that they are worked on a hand machine and copy the peasant embroideries of France, Ireland and other countries.

Only introduced a season or so ago, garments cut and made up in Canadian factories and therefore conforming to the Canadian idea in shape, fit and finish and with the button-holed scalloped edge and embroidered spray patterns in this kind of hand embroidery, have made a complete success. This season sees a larger and more elaborate choice of patterns for the retail trade. Therefore, the buyer is enabled to show garments that are almost identical with the imported French hand-made lingerie in appearance, and which is identical in cut and fit with that which the Canadian woman is used to wearing.



Empire gown, the fulness confined to the figure by a wide ribbon passed through openings button-holed round in the fabric. The waist or yoke shows the manner in which lace and embroidery is now used. The lace is real Cluny and embroidered all over, and motifs are also used.

Undoubtedly, buyers are finding their best sellers in combination garments. The newest garments produced are on the chemise and knicker idea. These garments are cut on lines shaped to the figure and

Pullan—Maid
Tailor—Made

Trial orders are carefully looked after



Suit No. 601—$15.50.

"Pullan Garment"

MADE SINCE 1902

Success Accrues to the Department handling the Pullan Garment.

We are in an ideal position to make quick deliveries in

COATS, SUITS, CHILDREN'S COATS and SKIRTS

We are showing exclusive novelties for filling in with your regular stock, our designers have expressed the proper trend of fashion in these handsome garments. Write for a few of the newer models, your order will receive prompt attention.

You feel when ordering from us that the garments will have every possible consideration that modern tailoring can give them. :: :: ::

Suit Illustrated—Made in all wool mannish Serges, Cheviots and Tweeds, all colors; the edge of coat, sleeves and skirt, are bound in silk military braid and handsomely trimmed, with buttons. This suit is one of our special leaders, priced.... **$15.50**

M. Pullan & Sons

ESTABLISHED 1902

AN EXCLUSIVE CLOAK, SUIT AND SKIRT HOUSE

Bay and Wellington, Toronto

Pullan Building, Toronto

Branch Office, Lindsay Building, Montreal



Tailored dress of navy face cloth trimmed with black and white stripe. The buttons are white, rimmed with black, and the patent leather belt is black and white. The Robespierre collar is of Venice lace fastened with a black satin bow.

are intended to satisfy the taste of the woman who does not wish to wear the knitted underwear. The corset cover and drawers, and cover and skirt combinations are shown in numbers. Princess slips are showing from around the dollar mark up. A sign of the added width that is creeping into the dress skirt is the use of deep embroidery flouncings and the fact that many models have an underlay edged with a scalloped flounce in the better numbers. The embroidery flounces are scant and tucks take the place of gathers and the fullness is further confined to the straight line by the threading of wide wash ribbons through eyelet holes. This ribbon ends in a graceful bow and ends that add a dainty finishing touch to the garment. Brocaded wash ribbons are a feature this year and pink, white and lemon or straw color are most used. Flower effects in the form of ribbons, roses, showers of buds or floral rosettes are new ideas that add much to the daintiness of corset cover, combination slip or gown.

No words can describe the dainty effect of the new gowns, and buyers can be sure that in them they have a most attractive January selling line. The cloths are of the sheerest and of the softest chiffon finish even in the cheaper grades. The trimmings match, the effect being due rather to the materials and the design than to any undue elaboration. Simplicity, sheerness and beauty of pattern is the combination that wins all along the line. Though a certain number of models are always shown in the button-in front style, more gowns each season in the slip-over models are shown. There is just an edging of lace or embroidery or a yoke of insertion, or an Empire waist elaborate in flat lines of lace and embroidery, and which of these is used depends upon the price.

Simple Tailored Dresses

Many practical models in serges, face-cloth, velvet and corduroy — Skirts in straight line

Simple tailored dresses for street wear are put out in numberless models in serge, face cloth, velvet and corduroy and in less expensive models in light-weight tweeds and worsted suitings. Blue serge, however, is the leading fabric and the quantity of this material that is cut up into dresses alone must be enormous. The newest models are the belted Norfolk dresses and the peplum or Russian blouse styles. These are very much liked but the big business has gone to the perfectly plain-tailored dress with touches of plaid or black and white striped trimming, or with pipings of high contrasting color. A recent trimming shows the use of soutache braid on net for collars and cuffs.

The skirts are all in straight line effect but every effort is being made to introduce pleats and kick pleats and pleated panels are introduced in many models, but they are not allowed to break the line. Directoire features are being introduced in the shape of collar effects and sashes and girdles, and as in all models copied from this period the sash ends are to the side of the front.

Charmeuse, both plain and brocaded, is the novelty material, but because of its scarcity, soft satins promise to be the leading feature. These dresses follow along the same general lines as those of wool materials, but drapery is used and lace trims the sleeves and is used as revers, both plain and pleated.

This Is Important To You

Owing to the phenomenal growth of our business since its inauguration a few months ago we have found it necessary to greatly increase our facilities to meet the demand.

5,000 sq. ft. Added

Our already large premises has been increased by 5,000 sq. ft. of floor space, which, with the addition of more first-class operators, will greatly facilitate in filling our orders and giving the service we aim at.

Junior and Misses' Garments

Besides our regular line of women's dresses, kimonas and waists, we will in the future make a complete range of Junior Garments in sizes 13-15-17; also misses' garments in sizes 14-16-18 and 20.

The growing demand for these junior sizes has prompted us in going extensively into this line and we ask you to look through our ranges before selecting your stock.

Call When In The City.

Martin & Smith Co., Ltd.

350 Sorauren Avenue, Toronto



Dress of messaline silk illustrating the feasibility of the modified pannier effect. Robespierre collar effect finished with pleated shadow lace; piping of burnt orange in collar and cuffs. Shown by Ladies' Novelty Mfg. Co., Toronto.

Nearly every manufacturer is showing handsome models in plain velvet and corduroy and when the colder weather arrives a big vogue is expected.

Evening and party frocks are more elaborate than ever and the Canadian manufacturers have raised the price limit considerably on this class of gowns. Soft satins, charmeuse and crepe de Chine appear often in combinations with chiffon and lace. Modified panniers have been well taken up but drapery and tunics are very largely featured. Lace, beaded nets, beaded and spangled trimmings, gold and silver laces and last, but not least, floral garnitures, are the trimmings applied to these handsome and dainty gowns.

36-in. Scarlet Norfolks

Summer feature will be carried over to Fall Blazers in college colors for 1913 — Rough, shaggy cloths for coats

The new styles in coats are very attractive, but much of their charm is due to the rough shaggy cloths. These cloths are ideal for Winter wear—they are warm and comfortable-looking. Another feature is that they are not so heavy as they look. Colors run chiefly to browns and tans and mixtures of the same and grey. Many of the cloths are double-faced, but it is only when the reverse is of a very subdued stripe or line check that any of the reverse decorates the outside of the garment.

Though many large collars and revers are used, the newer collars are more of the Directoire or Robespieere type and the revers are convertible, buttoning up to the neck when required. The sleeves also show this feature and many models button over closing the opening at the wrist. The use of a wrap coat for motor wear is the source to which these most practical style ideas may be traced.

Norfolk coats of hunter's scarlet cheviot serge have been a feature in the Summer resorts across the line, and the influx of Summer tourists has carried this fashion into the Dominion. While the full development of this fashion is not expected until the Summer of 1913 it is too smart and attractive to be passed over this Fall and for present wear, scarlet Norfolk coats up to 36 in. long are being taken by buyers in the larger centres.

Blazer coats are expected to share the popularity of the Norfolk coat another Summer. Already manufacturers are making preparations and blazer coats will be obtainable in all the leading Canadian College colors.

Buying Plain-Tailored Suits

Buyers in for the openings are showing, in the suits they are selecting, a tendency to favor the plainer and more tailored models. Many of these suits have just the plain notched collar and as the newer buttons are either covered, or horn, are quite severe and depend solely upon the cut and material for effect and style. There is, however, a tendency toward the use of Directoire features. One of these is the joining of the skirt of the coat to the waist and the raising of the waist line. This gives the new idea in cutting and in a very graceful way. This new cut consists in following, in an easy manner, the lines of the figure. The box, or straight cut, is retained in the belted and Norfolk and also in some of the straight cut coats.

The Styles That Are Coming In

The New Glengarry

This is made of double twist coatings, and Shetland coatings, striped or plain, in tan and mixtures.

It has the popular Glengarry collar which can be worn either snug fitting around the neck, or open.

For evening wear, for school or for motoring, there is no coat more comfortable than the new Glengarry.

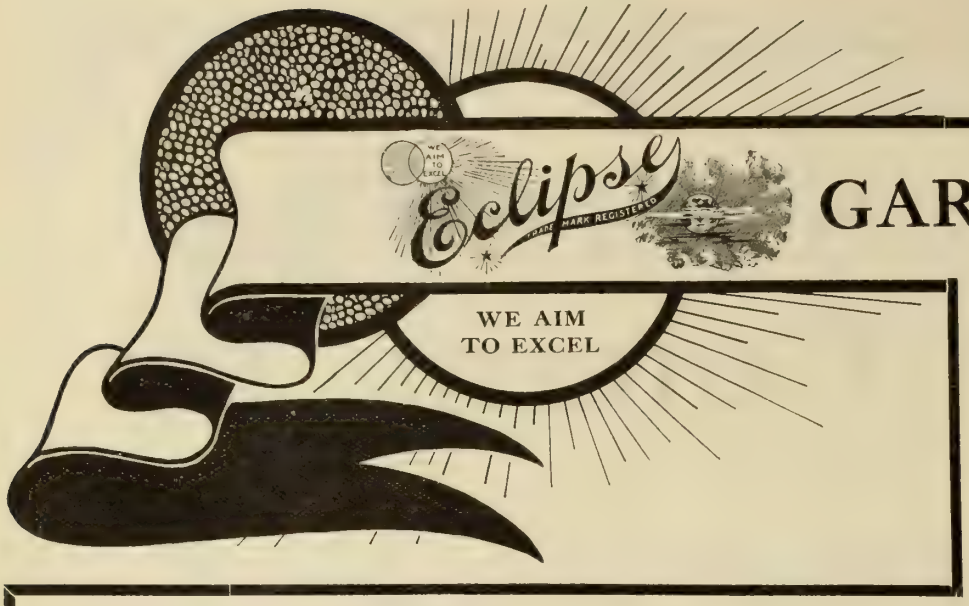
This attractive coat will be a popular and profitable garment to retail at $18.50.

The Waldman Co., Ltd.

Joseph H. Waldman, President and Managing Director

THE ORIGINATORS OF BETTER CLASS CLOAKS AND SUITS IN CANADA

513-515 St. Paul St., - - Montreal



GARMENTS THAT

ECLIPSE GARMENTS STAND COMPARISON

READY-TO-WEAR GARMENTS



are revolutionizing business. Every year shows an amazing increase in sales. Are you getting your full share? If your sales in this department have not doubled in the past three years, increase your stock of "Eclipse" dresses, shirt waists and underwear.

Your Business

has grown up around your personality. Just what goes to make a business with small beginnings expand into an important and far reaching centre of supply is

Your Personality

It is the attention to little things that count. Where "Eclipse" garments differ from common garments is in this same attention to details. The trimming may be of finer quality or of more attractive pattern; the design may appeal to ladies of taste; the stitching and workmanship may be more carefully done. All combined make "Eclipse" garments the standard of comparison and add to

Your Profit

THE ECLIPSE WHITEWEAR

16 McGILL COLLEGE AVE., MONTREAL, QUE.

ARE DIFFERENT



IT'S THE SOMETHING DIFFERENT THAT DOES IT

Profit

may result from the percentage added to the cost or from the quantity of goods sold or from the few lines that have to be sacrificed at the end of the season.

Our Customers Say

that "Eclipse" garments enable them to profit from all three of the above sources. They also add that fewer alterations have to be made in "Eclipse" garments to make them perfect fitting.

1913

Judging from the unusually large increase in orders booked already by our travellers, 1913 will prove the most profitable year in the history of the Canadian retail trade.

That Something Different

worked into our garments, whether it is underwear, dresses or shirt waists, has doubled the ready-to-wear sales in stores from coast to coast.



We Want Your Orders, Too

COMPANY, LIMITED

324 KING STREET W., TORONTO, ONT.

Advance News of Paris Fall Openings

Suit coat lengths run from 22 to 36 inch — Skirts are fuller and dressy gowns show panniers and drapery — New feature is princesse dress and gowns in coat style of two materials or colors — Fur bands, covered, horn and pearl buttons on tailored suits.

Staff Correspondence

Paris, France, August 28.

ALL the principal costumers have held their early Autumn openings and the Fall season may be said to be fairly started. There is only time for a hurried record of first impressions, but there seems to be a practical unanimity as to the fabrics employed. Velvet is again selected as a leader and is employed by all the leading model houses both in plain velvets and in brocaded effects, but its prominence is also shared with plush. And there is the same leaning towards silk fabrics that has been so pronounced for a number of seasons. The nearest approach to a novelty feature is the employment of metallic brocades. Many brocaded silks are used, and much soft satin. Moire is a new comer, and faille and other ribbed silks are extensively featured. Broadcloth, ratine and Scotch plaids are the leading wool fabrics.



Coat of brown chinchilla, reproducing some of the more recent Parisian style ideas. The storm collar and cuffs show touches of the reverse side of the fabric as trimming, and the semi-belt, sleeves and collar show unique strap and buckle treatment. Back is in one-sided effect. Bag to match. Shown by Wilson-Waldman Costume Co., Toronto.

• • •

Length of Suit Coat

There is a wonderful diversity shown in the matter of length of the suit coat. Bernard is making them as long as 36 in. and this length is favored also by Paquin. On the other hand, Callot Soeurs and Poiret are showing suit coats as short as 22 inches and other of their models show lengths varying from 24 to 28 inches. Cheruit favors the 24 in. coat, and at Beer's opening, coat lengths varied from 24 to 28 inches in length.

It would seem, therefore, that the majority of the leading model houses were planning to introduce shorter length coats rather than the ¾ coats as expected.

This feature can be taken at will as an indication of the return to favor of shorter coat lengths, or of a growing individuality that suits the length to the style. This latter view finds added favor from other features of the present openings.

Cheruit, who first introduced and popularized pannieres, is featuring them extensively, and Paquin is following this lead by showing many pannier models and draped skirts. The approval which follows these models adds emphasis to the idea that for soft, clinging, silken fabrics, or for chiffons and mousselines, panniers and draperies have settled into a reliable fashion that is bound to become a part of every well dressed woman's wardrobe.

• • •

Poiret Using Pleats

Pleats, but only in the form of panels and inverted pleats, are more extensively used by Poiret than by any other house. This is explained by the nature of the materials he favors and by the fact that he is

There Dollars Kaybro DRESSES Are For You

IN "KAYBRO" House Dresses

There are hundreds of women in your vicinity worrying over the making of house dresses, who if they knew they could actually save money and get proper style and fit without the worry thrown in, would buy their requirements ready-made.



No. 121

If you have been underrating this department of your business, you have made a mistake.

"Kaybro" house dresses will create a desire for the ready-to-wear house dress if you show them.

Get in touch with us to-day and see our full range of samples and learn our prices.

"Kaybro" values are unequalled.

Write for samples to-day

MacKay Bros., Limited

182 Spadina Avenue
TORONTO

Clayson GARMENTS TORONTO

Have You a Junior Dress Department?

Merchants who never handled misses' and junior girls' garments before are going into them this Fall, for there is a pronounced sale for a really good line.

Have you ever tried out these sizes? If not, let us show you our samples of

MISSES' AND JUNIOR GIRLS' DRESSES

as we feel sure we can interest you. Let us show you our range anyway, for it is most complete and in every way correct and of exceptional value.



A Snappy Dress for Misses and Junior Girls. Made in splendid wearing English Serge. A Dress with a removable shield and collar. Fashionable long sleeves. Neatly trimmed with two tone plaid velvet, the newest trimming. A neat group of pleats on side panel gives the desired fulness in a handsome high waisted skirt.

The Clayson Co., Limited

Manufacturing Womens' Skirts, Dresses, Misses' and Junior Girls' Dresses

280 College St. -:- Toronto



The Keynote to Greater

"STAR" BRAND



Style 3508.

The "Star" Trunks

filled to overflowing with the rarest values we have ever had the pleasure of offering the trade will be at your door any day now if they have not already been presented to you.

Although we do not say that the "Star" brand values are without an equal, no person can stop us thinking so.

We would like you to see them, and we feel sure you will say it for us.

Wait for the "Star" man.



Style 427.

The Star Whitewear

BERLIN

Whitewear Satisfaction

"STAR" BRAND



Style 3283.

Ever Try to Stop Thinking?

even for a moment—that is one of the impossibilities.

To stop the spreading popularity of "Star" brand whitewear is almost as impossible.

Every season sees it more popular than ever. This season it promises to be in greater demand than ever, because of the exceptional values, the right styles. Every number is a winner. Try "Star" brand, even if it is only a few lines.



Style 3309.

Manufacturing Company

ONTARIO

using more broadcloth and ratine than the other houses. Poiret also, while keeping to straight pleats, is introducing more fullness. In soft fabrics this is attained by means of slightly gathered panels, and the new Bayadere sash drapery. It should be noted, however, that this introduction of extra fullness is limited to the skirts of suits only, and that all long coats are cut close around the feet, though they show loose lines and even drapery effects at the bust.

For Children and Misses

Big white lingerie season — Piques and suitings good — Tan, champagne, cadet, pink and sky are selling colors

Buyers will have a big line replete with novelty features to make their selection from for the coming Spring season in children's and misses' wash dresses. The size of the line illustrates the importance which the sale of this kind of merchandise has assumed in the ready-to-wear department. Particular attention has been paid to the lingerie dresses as the featuring of white during the Summer of 1913 is to assume even greater proportions than during the one that is now passing.

The aim of the designer has been to produce the effect of sheerness and lightness, and fine fabrics as well as sheer flouncing and light novelty laces are all used. Handsome patterns in embroidery flouncings, chiefly in eyelet, and in the better-priced dresses in the Plauen and embroidery flouncings combined are used for the skirt. Where the dress comes cheaper, just a fine material is used, but tucks take the place of embroidery. Flouncings are so manipulated that they form the waist and even in the larger sizes all the dress, waist, skirt and sleeves are cut from the flounce. Pin-tucking forming a vest or yoke, one side of a waist or cut in vertical or bias lines to form trimming is much used. Embroidery bands and novelty laces are also much used.

Necks are either round or square and the ¾ or longer sleeves are set into roomy armholes. Many one-sided effects are noted, and some waists are finished with a fichu of flouncing caught under a bow or rose of ribbon in front. As a rule, the long waist and the skirt are put together with a wide belt of insertion and lace. Sometimes, however, there is a folded girdle of satin ribbon.

Novelty models show the new open tunic effect, particularly for the smaller girls, though this style is also shown in misses' dresses. Other styles show front panels and the Russian blouse or peplum idea and some use is made of the frill finishing the waist.

FAIRSEX

A live line of Coats for your children's department

Look through your children's coat stock and size it up. Are you satisfied you cannot improve it by adding a few smart numbers?

"Fairsex" line of the coats for infants, children and misses consists of a very complete range of numbers which should be of interest to you.

If you have your stock already on hand a few lines of the Fairsex will, without a doubt, add tone to it.

We always have an assortment of our leading numbers on hand. Should you run short of any garments let us know your requirements, and we will do our best to fulfil orders to your satisfaction.

HUTNER CLOAK CO.
Specialists in Infants', Misses' and Children's Coats
52-56 SPADINA AVE. TORONTO



'T is value that counts

and this is what constitutes value

Some get the idea that quality and price alone constitute value, but it is a very evident fact that there must be style.

No suit or coat will sell to the trade-that-pays unless it has a fair amount of style—a good touch of appearance along with a right price and quality.

Classy suits that are inexpensive,
Inexpensive suits that are classy.

Patrician Suit and *Coat* values are unequalled in the trade, and that's a broad statement, yet we can prove it, for they consist of all the essential points mentioned above.

We make a full range of sizes for slim and stout women and misses, which greatly lessens the expense of alterations.

Our staple models can be sold by merchants in small towns as well as large cities.

Our range of prices are:

Suits: From $9.00 to $20.00
Coats: From $7.50 to $20.00

Write or wire for an open order and get the best value on the market. Give our representative a few minutes when he calls.

Patrician Cloak and Suit Co.

SAMUEL BUILDING

King and Spadina, - - Toronto

TRADE Feick MARK

TRADE Feick MARK



Style 111

Price $9.00 per dozen

Our dresses are becoming well known to the trade for their style, quality and price. The above cut will give an idea of our values.

We are making a specialty of Misses' Dresses this season, and will be pleased to furnish samples on request of the newest styles and materials in this line.
Special attention to letter orders.

THE FEICK
MANUFACTURING CO.
BERLIN :: :: ONTARIO

Medici Collars on Lingeries

Robespierres also seen on many new waist models — Garments for December and Jauuary delivery are semi-tailored — Tucks, lace and embroidery

Soft, satin waists in tailored and semi-tailored models, with the white satin waist as the high novelty is the style indication for the assorting season. The Robespierre collar with lining and turnover in contrasting color such as black, or fuchsia, or amber on white and cerise or National with black, and orange on grey or taupe will be also a feature. Pleatings of net or lace will form the revers. The sleeves are very long and are often set into the long shoulder while a deep cuff buttons up the outer arm. Or the sleeve is long and plain and the ruffle of net or lace continues up to the elbow. Vests of net or satin in contrasting color are also in evidence.

Though crepe and charmeuse are beginning to be used, the chiffon waist is the big seller in dressy models. Styles are varied but lace, net, crystal buttons, bead and gold and silver trimmings and colored embroideries are all used. Black and white combinations are high style, and Copenhagen is one of the best selling colors. There is a big demand for tans shading up from amber, while for evening wear, white with touches of color or gold and maize pink and sky are in the best selling class.

With crepes strong in silk fabrics, cotton crepes are a certainty and crepes in crepe de Chine and in crepon weaves are very much used. Chiffon batistes, dotted Swiss and sheer novelty fabrics are also used.

The new feature is the collar. Robespierre and Medici collars are seen on the majority of models and where the fancy collars are not used the neck finishes with a straight high stock. Many waists have round yokes, built up of row after row of lace or the front is trimmed flat to simulate a surplice crossing and the V is filled in with rows of lace. Whatever treatment is resorted to, both yoke and collar are very transparent.

Plain and colored crepe are combined in the sailor and middy waists and a totally new effect is gained by the combining of the sailor collar with the Medici. The sailor collar is of the colored crepe and the Medici is of white lined with color. Middy waists are also developed in linene and in poplins and soft-finished reps. The Norfolk middys, as a rule, have the all-white collar with the lace that fastens the front in black or dark blue and the belt of patent leather.

One point that should be noted is the free use made of fine Valenciennes laces and it would seem, from the new lingeries put out for 1913 that The Review's prediction as to their return was a true one.

COATS
W-W
SUITS

Money Can't Produce Better Values



If it could, we would have them. Our values in coats, suits and skirts are the best that money and experience can produce because the materials we use are the best consistent with the price.

The workmanship can only be perfect because we employ only expert operators, every garment is given a rigid examination before it leaves our shipping room.

The styles are absolutely correct in every detail, being reproductions of the latest Paris and New York Novelties.

We give delivery when we say we will, we won't promise unless we can fulfill it.

CATALOGUE NOW READY
DROP A CARD FOR ONE

Mail Orders given Prompt and Careful Attention



No. 255—$10.50

No. 344—$10.50

The Wilson-Waldman Costume Co.

161 SPADINA AVENUE, TORONTO



Influence of advanced prices on the market — Confidence in retailing higher-priced or novelty lines — Results of recent fur sales — Quality and the desirability of furs as an investment the selling arguments of the coming season

FIRST reports from the world's fur markets confirm the advances in prices already anticipated. These quotations, while having a bearing on this season's markets will be felt by the trade in January on new samples.

At present, buyers are unsettled and, desiring to be confident and get best values, are comparing ranges or changing accounts. Business is divided more than usual, values being more important than sentiment.

The trade is not at all certain, and in making sales a lot of explanations are required. Some firms have lost accounts altogether. In other cases buyers are careful and have not stocked as many furs and the result is a general unstable condition, which is unavoidable. It will take time to overcome this as buyers are more acquainted with the advances. Buyers who are comparing January quotations with prices asked to-day do not readily accept the necessary advances. Their selection is later than usual, having been postponed until different ranges were seen.

Still, the volume of business is satisfactory. The confidence in retailing higher-priced or novelty lines and the demand for extremes in styles, shapes or size, in some cases almost regardless of price, has been a great factor in suggesting the outcome. Except possibly on one or two lines in dividing their orders, buyers have not done better. Under these conditions, furriers will ultimately return to their usual accounts satisfied that prices listed are not exorbitant.

ADVANCE IN RAW FUR PRICES.

Over 9,000 bales of skins were sold to representative buyers at the Leipsic Fair. First authentic reports from agents quote Persian skins at $8.50 each compared with last year's price, $7.50. Muskrat graded a year ago 30c-35c and 50c each, whereas they are now up to 75c each. As an instance of the effect on present and repeat stocks, 50,000 rat skins were recently purchased at 77½c each for Toronto markets. This is an advance of 17½c since last year. These skins had to be bought to provide for repeats and different versions are given, whether prices will hold.

From the manufacturer's viewpoint, in sizing up the situation, the argument is that last year's catch was smaller because of a cold winter and that a correspondingly much larger catch should follow this year. Whether this takes place or not, only time will show and reports can be watched by those interested. Anticipating January to April sales on the London market next year. The quantity of rat skins on hand is limited and as prices are confirmed for this year, Canadian furriers are not anxious.

During the last week, circular letters were sent out giving numbers and quotations on pieces and sets, which could not be repeated at the placing price.

BUYING SUGGESTIONS.

Merchants have only one outlook. In the long-haired furs, which are so stylish and in demand at the present time, values have not changed sufficiently to show a fair profit at leading prices. Black, Isabella and natural fox in animal styles, full skins, both stoles, muffs or matched sets show a satisfactory profit advance to meet merchandising prices. Western sable, Isabella sable or natural coon are also in greater favor for this reason. German or Russian marmots can be had in good selection. Blue opossum at $25 set, up, blue and gray wolf to retail at $50 set, are not changed, except in some cases 50c on each piece, wholesale.

Alaska sables, Persian lamb and mink for repeat are quoted net to keep as near to original placing prices as possible, although customers are selecting special pieces fixed only in price by the quality and

number of skins used. The growing preference and increased sales of Hudson Coney, Hudson seal, Persian paw, ponyskin and caracul, on account of price has helped materially to develop departments.

The same demand has also meant the passing of fur-lined or fur collar coats. An Alaska sable, notched collar, good shell, and selected rat lining or Western sable collar quilted lined coat in 50-52-inch length is always good. Long coats in muskrat, any fair quality, Hudson seal and Hudson coney with self or contrasting collar are selling almost to the exclusion of fur-lined garments, so much so that Astrachan is being revived in 50 to 54 inch coats for motoring and driving. Extremes are reached not so much in 45 to 54-inch Persians as in Alaska seal, dark Canadian minks, ermine and Hudson sable in garments of novelty styles and beautifully matched skins or trimmings.

QUALITY AND IMPROVEMENT.

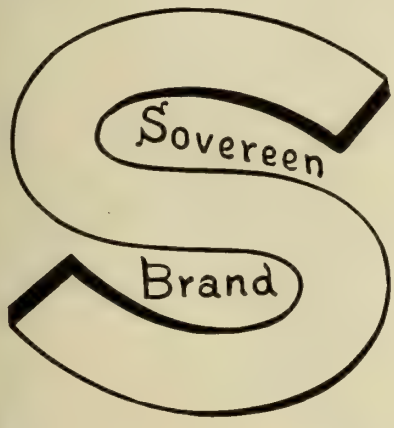
Furriers' and merchants' arguments are focussed just here. Quality is a most essential factor and with a varied collection of fine furs, stores have every reason to make larger departmental profits, and this, without sacrificing that dependence on the reliability of the furs handled. Under present market conditions buying furs of the right quality is an investment. Appeal to customers along that line is good talk for salesmen.

Style and comfort are self-evident although they are a still greater reason to take advantage of profits accruing from novelty. After all, quality is remembered long after price is forgotten. If repeats are not being accepted on some lines at placing prices, advanced prices are to be expected on those numbers in stock. The season's turnover depends more on style, novelty, extreme combinations and higher prices rather than quantity sales. The difference in prices and profits between September and October and February have also to be considered.



As a retailer you should take every opportunity to satisfy yourself that the buying end of your organization is meeting the requirements of your trade.

Such has been the development in the production of childrens lines, and in the growth of the separate department for juveniles that merchants should consider the advisability of special attractions for little people during the openings. An attractive display and an announcement calculated to interest not only the parents but those for whom they have to buy will be found a paying feature.



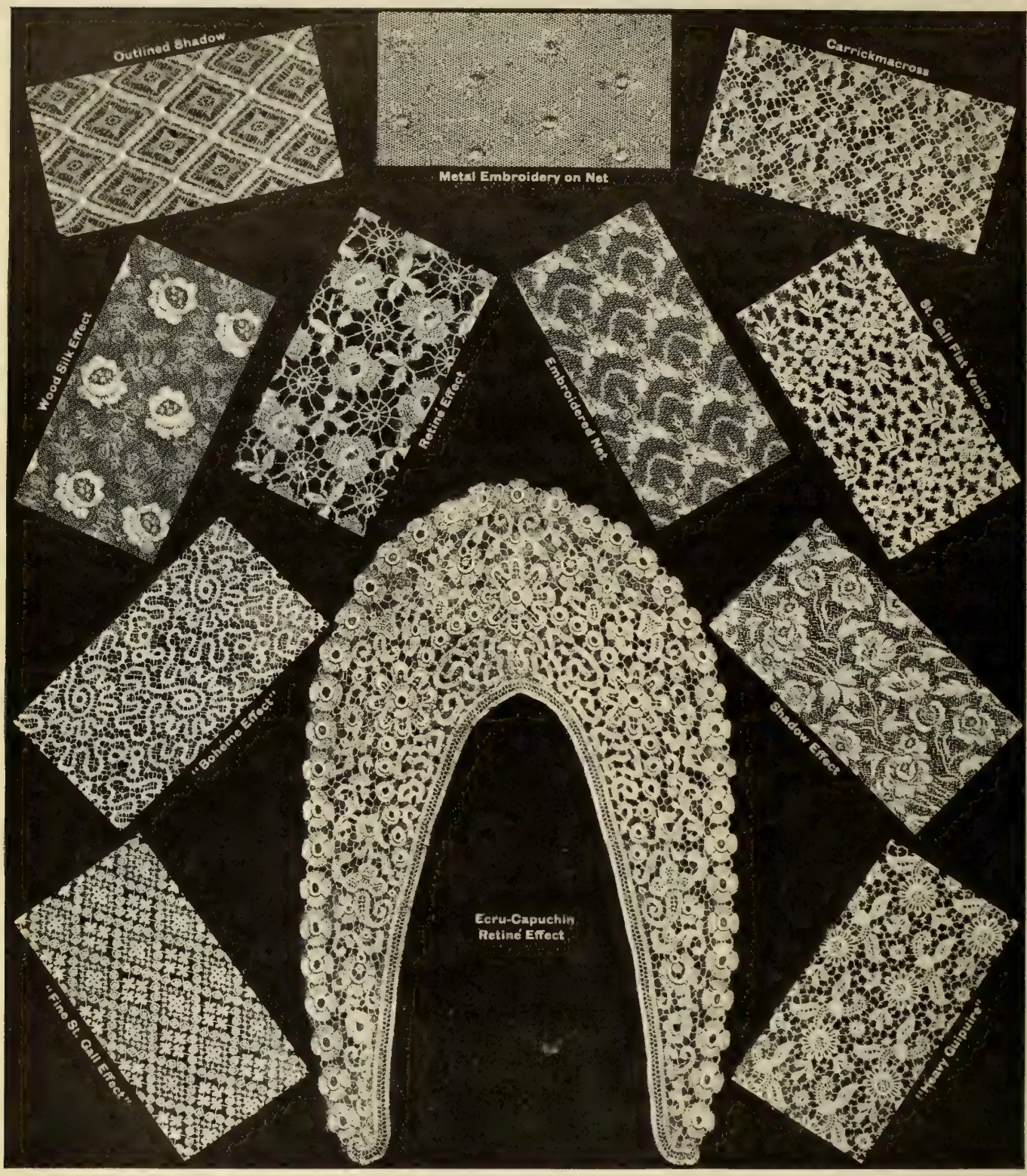
The Glove, Coat and Robe Season Will Soon Be Here

Send your Fall sorting orders to us if you want them filled promptly and satisfactorily. Give us an opportunity to show you how promptly we can ship.

The Sovereen Mitt, Glove and Robe Co., Limited

Delhi -:- Ontario

A COMPLETE LINE OF ALLOVERS



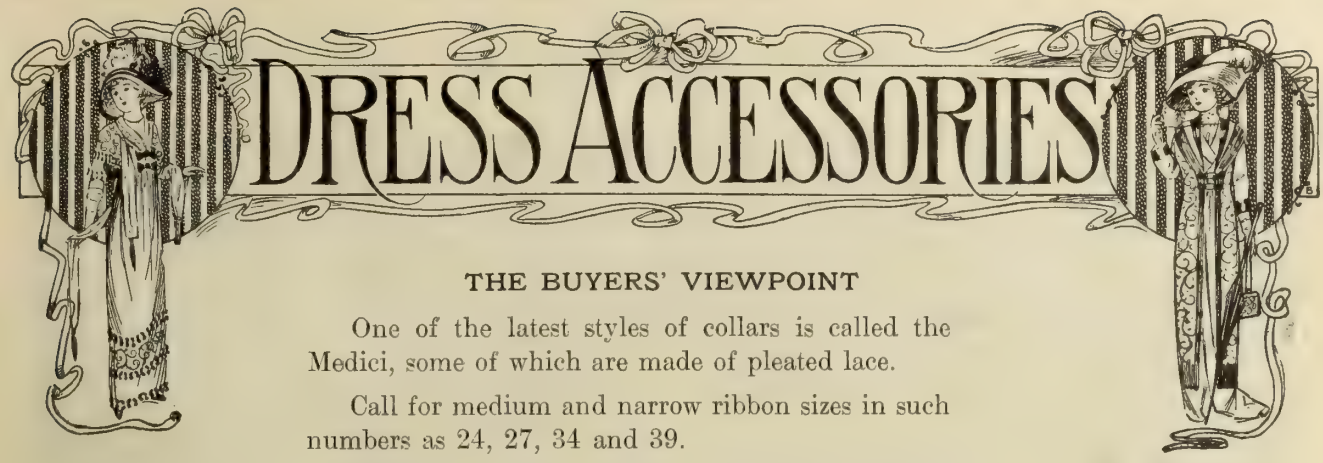
These illustrations are shown as an indication of our stock of over 100 varieties of Allover Laces. *See salesmen, or write us.*

LADIES' WEAR LIMITED

TORONTO

W. F. GOFORTH, Managing Director

LADIES' WEAR LIMITED Makers TORONTO



THE BUYERS' VIEWPOINT

One of the latest styles of collars is called the Medici, some of which are made of pleated lace.

Call for medium and narrow ribbon sizes in such numbers as 24, 27, 34 and 39.

Extensive lines of mesh novelties with chenille dots are being shown in the veiling department.

Introduction of striking style feature a decided benefit to the neckwear trade — Stock and jabot combinations — Flat bows in ribbon, silk or velvet combined — Vogue of flounces, frills and ruffles influences sale of lace

THE season is opening up well, and indications point to a good neckwear season. The introduction of a new style idea is always a benefit, and designers are putting out adaptations of the Directoire and Robespierre type that are being well accepted by the trade. The field is broadening and the introduction of fluffy effects is proving an attractive feature.

Though the Robespierre may not take in all quarters, or may not prove adaptable to the popular-priced trade, it has been the means of introducing the high stock again, and the stock and jabot combination is being shown in a number of new forms.

Another idea taken from the Robespierre is the vest effect, and this is now shown attached to and forming part of the stock and with pleated lace revers effects attached to the vest. These vests have, as a rule, ladder trimmings of bows or buttons, and though color is introduced in this manner, black is best liked, and velvet or satin is most frequently chosen.

In connection with both the Robespierre and the stock, the jabot promises to enjoy a big season. All jabots are fluffy, and the broader effects are most popular. Broad jabots, some of them quite wide and short, of pleated net or lace and finished at the top with a flat bow of velvet ribbon are showing. Some of these bows are made of a length of velvet drawn through a rose buckle made of shirred satin ribbon or some other equally dainty conceit. Plain jabots made of shadow lace or lace and net, and also from Irish or Venise, combined with the softest and sheerest of batiste, are selling well.

Another feature that is taking is the many flat bows in ribbon, silk, or velvet combined with made ribbon flowers, or in quite severe tailored styles in black and white.

Many buttons are used to trim neckwear, some are covered, and some are of spun silk, and the crystal button in both flat and ball shape are much used. Often the colored touch is given by setting on crystal buttons with colored silk.

The vogue of black and white continues with undiminished vigor. By far the greater number of the Robespierre models are developed in black and white, and besides bows of the same there are many smart tailored and stock models developed in taffeta satin or in black taffeta or satin and pique. Not only is pique used but ratine comes in for a fair share of favor and pique is shown with ratine embroidery. Flat Robespierre, and Byron collars come with pique or ratine revers with the edges button-holed and scalloped.

Already, the Robespierre idea is beginning to vary, and other forms of the high-backed collar are being brought into vogue. Among the newest may be mentioned the Medici. This collar is either of pleated lace, or is of lace high at the back and boned so as to roll outward in a graceful curve, the collar edged with a narrow lace edge.

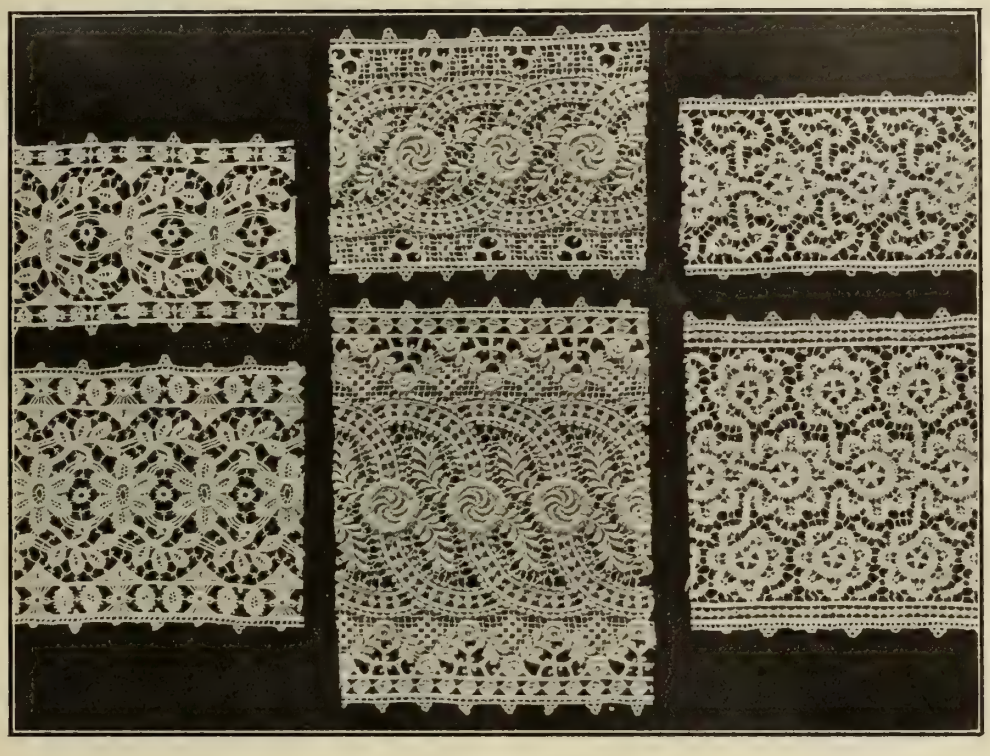
Coat sets, both made of pique, ratine or silk or satin are shown, and there is every evidence of a big demand for Plauen sets in Venise, crochet and macrame laces. Though large square or round back collars are showing, every tendency is in favor shapes being modelled along Robespierre lines and showing the shaped flat collar often high at the back a trifle and with large revers.

LATEST STYLE DEVELOPMENTS IN NECKWEAR

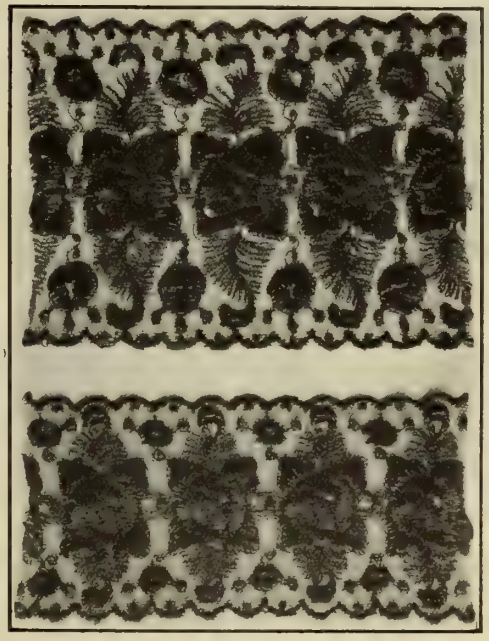


1. Tailored bow of black and white satin. Shown by R. D. Fairbairn Co., Toronto.
2. Dauphin collar of black satin fastening under a flat bow of narrow black velvet. The vest effect is of mull decorated with a line of black velvet buttons, pleated lace, forming revers, edges the V-shaped vest. Shown by Flett, Lowndes & Co., Toronto.
3. Wide short jabot of pleated embroidered net headed with a flat bow of black velvet. Shown by R. D. Fairbairn & Co., Toronto.
4. Tailored collar. The round collar is of black satin with novel turnover of hand-embroidered pique. The bow that fastens is of the new fuchsia red. Shown by A. & T. Hall, Toronto.
5. Robespierre collar of black satin with turnover in black and white stripe. Pleated revers of satin and net. Shown by Ladies' Wear, Ltd., Toronto.
6. Robespierre collar, Venise pattern. Shown by Flett, Lowndes & Co., Toronto.
7. Stock and vest of tucked net in old lace color with frill of net and Malines lace. The stock has a turnover of black velvet and a bar effect of hand-made flowers in pastel shade of pink, blue and green. Shown by A. & T. Hall, Toronto.

TRIMMINGS



WE CARRY THE NEWEST AND BEST OF THE FOREIGN MARKETS



ALL THE LATEST NOVELTIES IN DRESS TRIMMINGS AND LACES

FLETT, LOWNDES & CO., Limited

MANUFACTURERS AND IMPORTERS

142-144 FRONT ST. WEST TORONTO

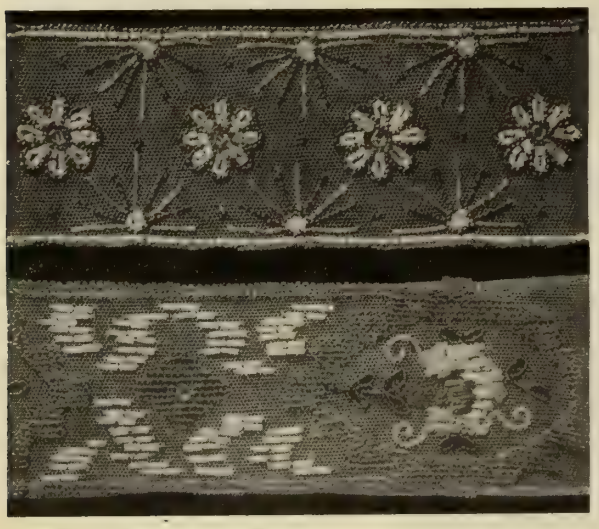
Please mention The Review to Advertisers and Their Travelers.

Heavy and Light Laces

Bohemian patterns the high novelty — Shadows prominent in neckwear and for drapery purposes.

Not only is the lace vogue to continue, but all the laces that have been selling are carrying over into the new season. This applies equally to the light and to the heavy laces and the season that is passing, would seem to have served only as an introduction to the vogue of shadows. The narrower shadows form the leading neckwear lace, and allovers and wide straight-edge flounces are to be much used for drapery purposes on party and evening dresses of crepe, silk and chiffon, while the heavy laces, particularly the handsome Venises will trim the rich velvets, cord silks and brocades.

There was an expectation that macrame would drop out, but the new patterns on the order of Bohemian and tape laces are so attractive that indications point to another good season for this lace.



Top sample is a beaded net band. The flowers are small milk white bugles outlined with steel beads. Lower sample is a beaded band with panel surrounding flower in gold crystals. Flower in natural shades of pink and green mixed, with silk embroidery. The bugles are milk white with a centre motif in antique gold with opal spangle. Shown by Thompson Lace & Veiling Co., Toronto.

Among the novelties, Bohemian lace stands out strong, but this term is beginning to apply more to a class of pattern than to a distinctive lace, and the characteristic vermicelli pattern may be traced in many laces both light and heavy. The true Bohemian lace has a round mesh foundation and the pattern is carried out in a narrow tape. Tape lace, Colbert and Russian are other names applied to this or similar patterned laces.

One variety of Bohemian is silk run. This is a light lace, and has the pattern outlined by a heavy thread of silk or mercerized cotton. This lace in the narrower widths is much used in neckwear lines, and in allovers and wide flouncings is employed for pannier and drapery purposes.

One fashion feature that is greatly influencing the sale of lace, is the growing vogue of flounces, frills, ruffles in dress designed for more formal wear, and also the greater distinction that is being drawn between the street dress and tailored suit, and gowns for dressy and evening wear.

The Venise laces shown are very handsome and many of them are almost direct reproductions of old patterns. Vandyke points and detachable motifs are to be much employed and for these purposes the reproductions of Reticella laces are very prominent.

The real crochet laces, both in Irish and in the peasant laces that copy Irish designs are staple. Blouses, collars, coat sets, neckwear, bands, edges and motifs in these laces are all in demand.

There is a good demand for metal laces in gold, antique gold, steel and old silver. As in other laces, both the heavy and the light effects are selling. These laces have been extensively used at the Paris openings and are indicated on this market both for millinery and trimming purposes. Many of them have the added embellishment of silk embroidery in Pompadour patterns and colors.

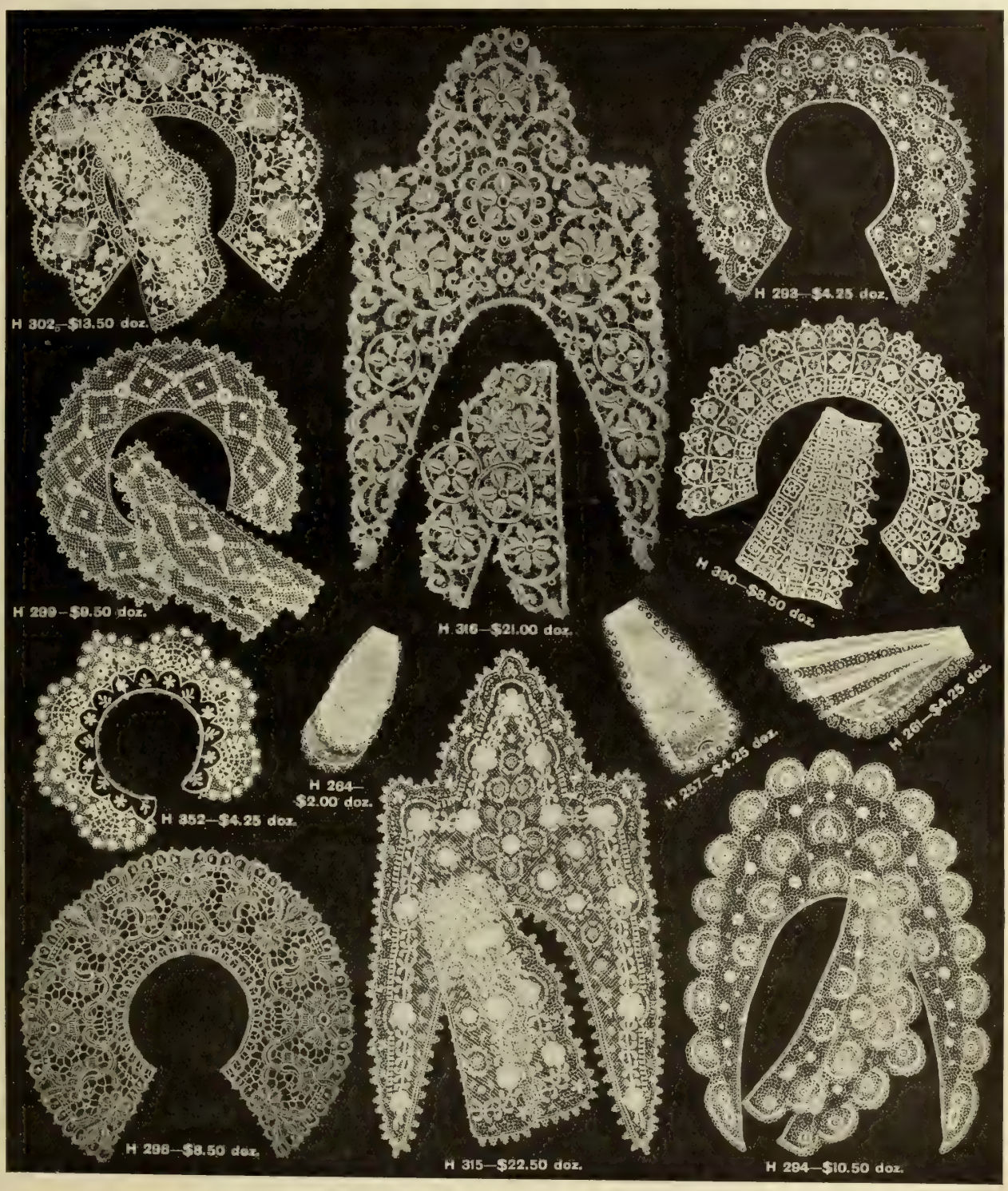
Moire the Ribbon Novelty

Cords and Oriental weaves increasing their lead — Picot and fancy edges — Taffeta and satin staple

Among the staple ribbons, both for milliner's use and the counter trade the taffeta ribbon is still in the lead, followed by various soft makes of such as satin liberty and satin lumineux. Satin ribbons are being extensively used in the form of loops and bows for dress trimmings in Paris and there will doubtless be a reflection of this on other markets before the Fall season advances much further. Satin liberty is being ordered in quantities but at the demand is coming in white, cream, pink and pale blue.

Cords and Oriental weaves are increasing their lead, but moire is the novelty. Besides the ordinary widths, there is a call for medium and narrow sizes and such numbers as 24, 27, 34 and 39 are being asked for. It is many seasons since these narrow widths have been asked for, and they come as the latest fashion in both moire and cord ribbons. Picot and novelty edges though not entirely new are strongly in these narrow ribbons, and as a rule, these edges are in black or black and white.

Plaid fabrics are said to be gaining ground in Paris, and it is certain that touches of plaid trimming are increasingly used. Should this fashion become established then plaid ribbons will follow.



Leading Collar Styles

from our exclusive import range for this Fall Season.

Our range is filled with the latest, most original and attractive novelties.

R. D. Fairbairn Co., Limited

107 Simcoe Street, Toronto

President—Rhys D. Fairbairn

Vice-Presidents—F. J. Knight, W. C. Cliff



Specials for Fall

THE newest models in Box-robes, Tunics, Coffee Coats, Motifs and Plastrons.

Latest Novelties in Dress Accessories with which to start the season right.

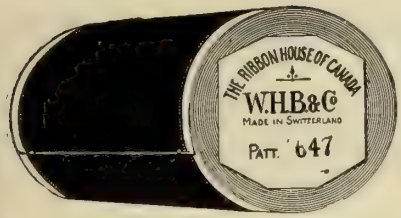
Everything in Veilings and Laces.

Our salesmen are now on their respective routes with entire range of samples.

Your letters of enquiry receive prompt attention, and we are almost certain to have what you are looking for.

Canada Veiling Company

84-86 Wellington St. West - Toronto, Ont.



RIBBONS



AND RIBBONS

Ribbons of all kinds, widths and shades

From the tiny baby ribbon to widest sash, the "Barry" range is most complete.

Every kind that there might be a call for, every shade that is on the color card — will be found in this exclusive

"Ribbon House of Canada."

You owe it to yourself to get in touch with the "Barry" line.



Ribbons for every purpose at right price

Ribbons today are put to so many uses that the extent of the demand is almost unlimited. No matter for what purpose, you can have your customers' wants supplied from the "Barry" range and at prices that are consistent with good value. Use our mail order department. We guarantee prompt service and perfect satisfaction.

Walter H. Barry & Company

Montreal, P.Q.

Winnipeg Branch :

SILVESTER WILSON BUILDING

J. R. GALBRAITH, Manager





WE COVER CANADA

We have trebled our selling force to meet the demand for Thompson Lace and Veiling Co.'s high class goods.

Veilings
Laces
Ball Fringes
Allovers
Dress Trimmings

It will pay you to sample our lines.

The Thompson Lace and Veiling Co.
LIMITED
76 Wellington St. W. Toronto

You Owe It to Your Customers to Sell Them

P.C. Corsets



because they will get more genuine satisfaction from wearing them than they would from any other make.

They are particularly adapted for Canadian women, being constructed on scientific principles, harmonious and comfortable lines and the highest grade materials.

If you are not now carrying this line, let us send you a sample order.

WRITE TO-DAY.

Parisian Corset Manufacturing Co., Limited
QUEBEC

Ontario Branch—126 Wellington St. West, Toronto

Pewny's Kid Gloves

Letter orders for

Glace Kid or Suede Glove Specials at $6.50, 9.00, 10.00, 11.50, 13.50, 15.00, 16.50, will be carefuly attended to.

Large stock of Long Kid Gloves now in stock.

We have at present a complete stock of unlined and lined Gloves for Fall, both in fine and working goods.

Place your orders with our travelers NOW for any special lines you may require for Spring and Easter trade.

GREENSHIELDS' Limited
MONTREAL

Please mention The Review to Advertisers and Their Travelers.

Sterling means **Sterling** "up to a standard"

£ **We are Specialists in Laces**

Embroideries, Veilings, Imported Neckwear, Dress Nets, Feather Boas, Stoles and Muffs, Velvet Ribbons, Evening Tunics and Dresses.

"STERLING" LACES,
"STERLING" NOVELTIES,
"STERLING" VALUES.

The Sterling Lace & Novelty Company
80-82 Wellington St. W., - TORONTO

PARASOLS AND UMBRELLAS

Special Attention to Letter Orders

THE IRVING UMBRELLA CO.
LIMITED
79-83 Wellington St. West - Toronto

KLAUBER & CO.
ST. GALL, SWITZERLAND

EMBROIDERIES
Calais Laces

NEW YORK WAREHOUSE:
Broadway at 18th Street

TORONTO OFFICE:
T. H. Litster,
27 Wellington St. East

PLACE YOUR ORDERS EARLY FOR SILK & LISLE *Kayser* GLOVES

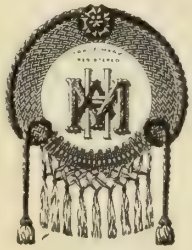
THOUGH prompt service is our aim at all times, the steadily increasing demand for "Kayser" gloves makes it imperative that you place your order for Spring, 1913, as soon as possible to ensure early delivery.

Kayser Gloves are gloves of quality and service.

Perrin Freres & Cie.

28 VICTORIA SQUARE, MONTREAL

Silk Ornaments — Ball Trimming



For this Fall, we are showing a high novelty in Ball Trimming in the fashionable colors; also a splendid range of latest designs in Frog and Tassel Ornaments; unique patterns of Silk Fringes; plain and fancy Braids. Also

LACE FRILLINGS AND LACE PLUMES

Both Goods and Prices are Right.

The Moulton Mfg. Co., Limited - Montreal

The Sphere Girl



Goes a-shopping

When she arrives at your store, Mr Dealer, see that she is not disappointed.

Ladies everywhere appreciate the advantages of these Suspenders as they grip securely without injuring the hose, and ensure the necessary straight fronted effect.

DON'T TURN MONEY AWAY

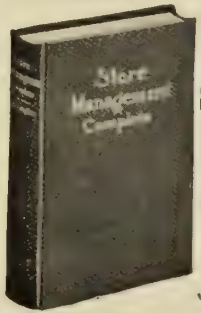
See that your stock includes the world famed

Sphere Suspenders.

FAIRE BROS & CO., Ltd.
LEICESTER, ENG.
"The grip that grips and never slips."

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

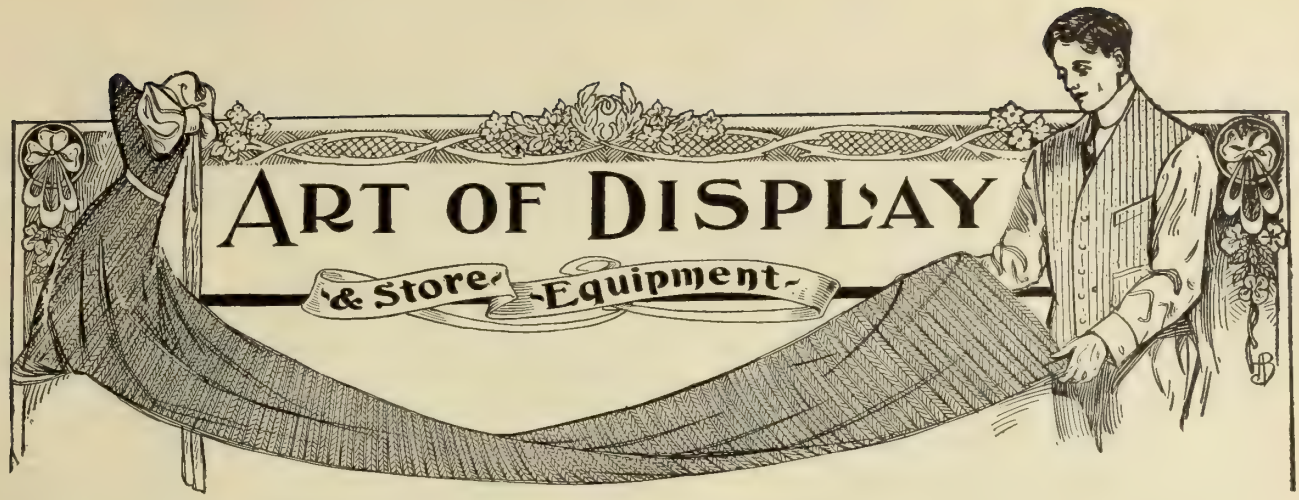
Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



The First C.W.T.A. Convention

Enthusiastic gathering of Canadian window trimmers — Background, draping, and unit demonstrations — Illustrated talks on window decoration and arrangement — Discussions on Show Card writing by leaders in the business — The prize winners — Plans for broader convention next year

THE first convention of Canadian window trimmers, held in the Prince George Hall, Toronto, August 21-23, was a great success. The attendance was such as to indicate that the advertising value of the display window is regarded seriously by Canadian merchants. There was an attendance of fifty at the first session, and during the three days, 22 new members were enrolled. The C. W. T. A. is growing and it is confidently expected that by next convention the membership will have more than doubled.

EMPHASIZED PRACTICAL SIDE.

The programme was one that emphasized above everything else, the practical side of window decorating. It demonstrated that the elements of tactful salesmanship must have precedence over everything else in displaying merchandise to the public.

At each of the six sessions these were the features that stood out prominently in illustrated talks and in demonstrations:

1. That it is a most desirable thing to display merchandise attractively.

2. That the appearance of the display window establishes the reputation of the store.

3. That considering the varying degrees of criticism to which displays are subjected, it is important that they be well balanced; goods arranged to admit of satisfactory view; selected with an eye to their relative suitability; their suggestiveness must be based on correct style.

4. That it is not necessary to have fancy backgrounds to give windows their full selling power.

5. That every merchant, large or small, should look upon his displays, whether of window or interior, as belonging to the salesforce.

6. That the merchant should encourage his window trimmer to inform himself upon latest methods of display, for only thus will he know that he is working along most intelligent, resultful and economical lines.

These were the outstanding points of President Macdonald's address; they were pressed home later by Harry Hollinsworth (the new president) in his talk on the responsibility of the window trimmer's position, and they were still further emphasized by Jerome A. Koerber, of Strawbridge & Clothier., Philadelphia, and by George J. Cowan, window trimming expert of the Dry Goods Reporter, Chicago.

THE PRESIDENT'S ADDRESS.

The first meeting opened at 10 o'clock Wednesday morning, August 21, with President Macdonald in the chair. In his address Mr. Macdonald welcomed the members of the N. A. W. T. from Chicago, expressed the Association's appreciation of the co-operation it had received from retailers and manufac-

Official Organ of Window Trimmers.

The Dry Goods Review is the Official Organ of the Canadian Window Trimmers' Association, also special representative in Canada of the National Association of Window Trimmers of America.

PLANS FOR GREATER CONVENTION NEXT YEAR.

A broader programme with still greater attention to the essentials of all-round efficiency in the retailer's advertising department.

Talks on retail advertising by prominent ad.-men of the United States and Canada.

More time devoted to the discussion and demonstration of men's wear units and displays.

More extensive exchange of ideas by Canadian decorators, with demonstrations of their methods.

Illustrated talk on the work of Canadian window men and card writers.

Better convention facilities and more satisfactory arrangements for manufacturers to make effective displays of their fixtures, materials and accessories.

Nothing short of an attendance of 200 *active decorators, show card writers and advertisement writers at the* 1913 *Convention.*

A prize list, arranged as this year, with the object of giving decorators, large and small, equal opportunities, with the broader scope of several new and attractive features.

turers, predicted a vigorous development, called upon decorators for their best efforts in that direction and pointed to high ideals. Said he:

"The art of displaying goods attractively and resultfully is a force in modern merchandising; it reflects the policy of the house; it indicates the ability of its buyers; it expresses the enterprise that constitutes the very being of the organization and the point that strikes home is—it is the medium by which we as decorators must crystallize all these factors and present them to the public in their most acceptable, most alluring form."

J. L. Maude, secretary treasurer of the Association, in his annual report dwelt upon the outstanding features in the growth of the organization since its inception. Every possible step had been taken to interest prospective members and he reported a list of 50 men in good standing. Summarized, the financial statement was as follows

RECEIPTS:—

Fees of 50 members	$100.00
Contributions by manufacturers	172.00
	$272.00

EXPENDITURES:—

Expenses of programme	$145.00
Contribution to banquet	14.10
Duty	11.00
Stereopticon	12.00
Miscellaneous	9.90
	$192.00

Balance on hand $80.00.

As several of the classes in the contests were not competed for, the manufacturers interested kindly allowed the committee to apply these amounts to the general fund.

* * *

Officers for Ensuing Year

Nominations of officers for the ensuing year were then proceeded with and at a subsequent meeting the following were elected:

Hon. Presidents—H. C. Macdonald and S. S. Moore.

President—H. Hollinsworth, Robert Simpson Co., Toronto.

1st Vice-Pres.—Fred. L. Kickley, McKinnon & Co., Weyburn, Sask.

2nd Vice-Pres.—J. A. McNabb, Richard Hall & Son, Peterboro.

Secretary-treasurer.—J. L. Maude, Dry Goods Review.

Executive Committee.—H. Robinson, R. McKay & Co., Hamilton; H. Thorpe, North Bay; E. Wilson, Glanville's Limited, Calgary; and the officers.

Reception and Prize Committee.—Mr. Roy, Paquet Co., Que.; W. G. Moir, Robinson Co., Hamilton; J. A. McNabb, Peterboro; W. C. Greenbill, Ogilvie-Lochead, Brantford, and the secretary.

Membership Committee.—H. G. Thorpe, George Sharpe, J. K. Dallimore, E. G. Meadows and F. J. Thompson.

Contest Committee on windows.—Jerome A. Koerber, H. Hollinsworth and H. C. Macdonald.

Contest Committee on Show Cards.—G. W. Hess, H. Robinson and W. C. Simons.

Moved by Mr. Maude, seconded by Mr. Andrews, That the members of this Association be and are hereby requested to notify the secretary as to the opportunities for extending the membership of this organization in their respective localities, and that they do their utmost to interest other window trimmers and card writers in the Association. Carried.

At the Wednesday afternoon session the report of the National Association of Window Trimmers of America, held at Chicago, was presented by H. Robinson, R. McKay & Co., Hamilton.

Fred. L. Kickley, 1st vice-president, who has taken a position with the McKinnon Co,. Weyburn, Sask., wired as follows:—"Greetings to all the boys at our first annual. Regret that I cannot be present."

The Greatest Circular Ever Issued for the Window Trimmer

Send for this new circular at once—No. C 25. Every live trimmer will appreciate its value. Here are some of the new things it contains:

Latest Ideas in Fall Flowers

Never before have we offered such a splendid line of new flowers designed especially for Fall windows. There are new flowers and some of the old standbys, such as chrysanthemums and poppies, etc., that have been so improved you would hardly know them. They are made larger, in better shapes and the color tints are as perfect as long experience can make them. Yet these flowers cost less than common ones.

Special Floral Stands and Units

Our special designer has turned out a number of floral stands that are conceded by all who have seen them to be the most artistic creations of this sort that have yet been produced. They are perfect in every line. Our prices for these stands are surprisingly cheap, or we will sell you the materials and tell you how to make them for even less.

Rock Crystal--a New Schack Product

This is a new material that is a wonderful improvement for making all kinds of effects. It is cheaper than rock-salt and better in every way. Does not melt and can be applied to any surface without the least trouble. Will be supplied in any color to meet every requirement. Send for free sample and try it yourself.

Let Us Help You

Send us the dimensions of your windows and a rough sketch of the kind of decorations you have in view, and we will promptly send you an estimate of the cost of decorating, or, just give us an idea of what you want and our Special Decorator will get you up a design without charge and submit an estimate. We are always glad to advise and help decorators, and make no charge for this service.



No. 19.
New Rose Leaf Vine.
Makes a beautiful decoration. Fine fall coloring. Each vine 1 yard long.
Per doz. vines .....$ 1.25
Per gross vines 12.00



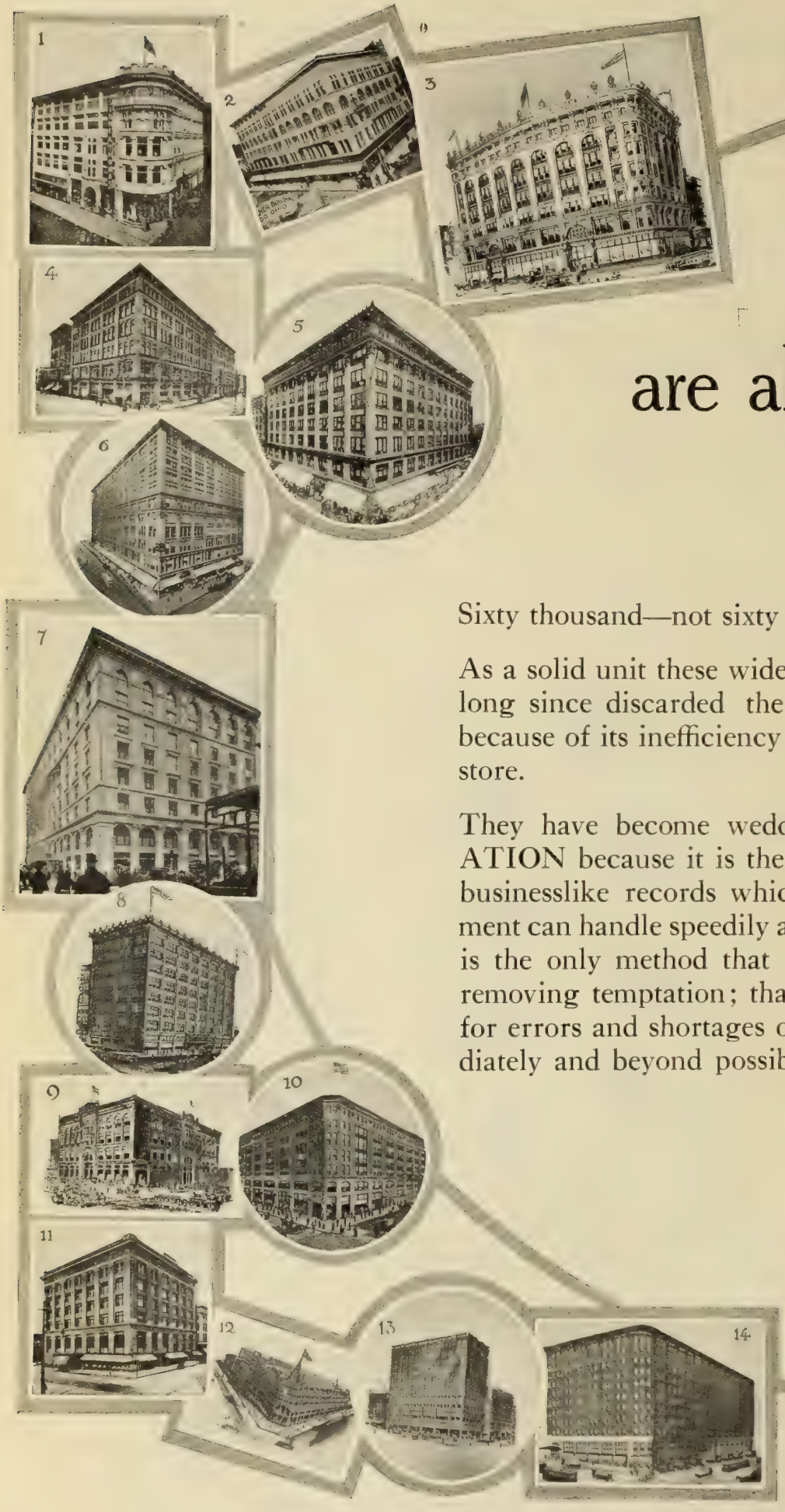
No. 32X.
New Maple Vine.
This is a favorite leaf for window or interior decoration. Fall colors. Each vine 1 yard long.
Per dozen vines .....$ 1.00
Per gross vines 10.00



No. 35.
New Fern Leaf Vine.
A timely decorative in autumn colors. Each vine 1 yard long.
Per dozen vines .....$ 1.25
Per gross vines 12.00

The Schack Artificial Flower Co.

1739-41 Milwaukee Ave.
CHICAGO



LAM

These an More Amer are all for CENT in Their St

Sixty thousand—not sixty or six hundred.

As a solid unit these wide-awake merchants have long since discarded the local cashier method because of its inefficiency in a modern dry goods store.

They have become wedded to CENTRALIZATION because it is the only system that sends businesslike records which the auditing department can handle speedily and correctly; because it is the only method that prevents dishonesty by removing temptation; that places responsibility for errors and shortages on the individual immediately and beyond possibility of argument, that

The Lamson

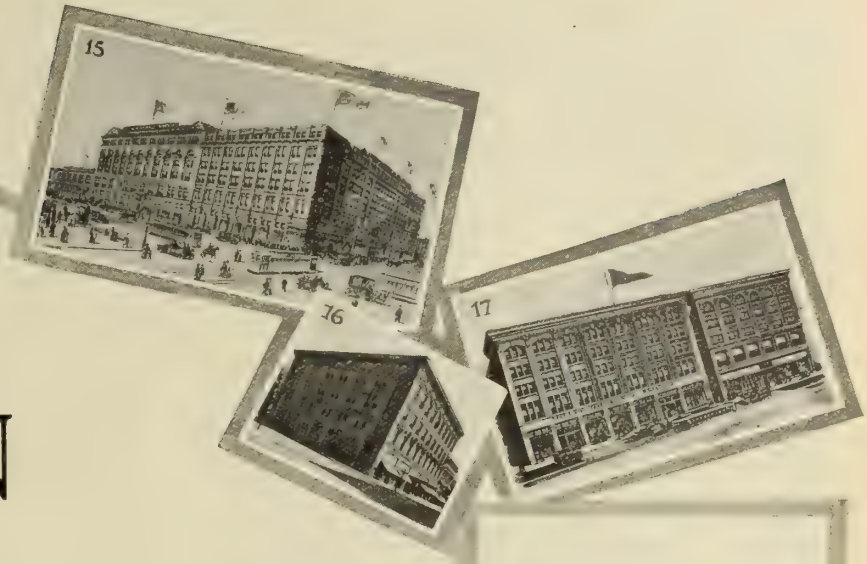
Boston,

Represent
Princip

SERV

SON

d 60,000
ican Stores
RALIZATION
ore Service



eliminates waits, economizes time and effort, pleases customers and—Because it is the only method that transacts business on take, send, charge, transfer, or C.O.D.'s with equal efficiency and speed.

Shrewd investigation by any merchant demonstrates that the Lamson method of CENTRALIZATION is the result of thirty years of experience and demonstration in conjunction with the keenest brains in the retail merchandising world.

It is a mere question of sifting the incontrovertible FACTS of CENTRALIZED store service from the FALLACIES of local cashier service.

The Story of a Service Idea

A valuable new Lamson issue.

Sent to merchants on request.



Company
U.S.A.

atives in all
al Cities

ICE



Decorators and admen attending the first C.W.T.A. convention. Photo was taken in front of Toronto City Hall, following Wednesday afternoon session. The ladies are Mrs. H. C. Macdonald and daughter, Toronto, and Mrs. G. W. Hess, Chicago.

C. W. T. A. Men at Their First Convention

WARREN ANDREWS, Anderson Co., St. Thomas.
THOS. M. ARMSTRONG, Moore & Armstrong, Barrie.
LOU D. ANDERSON, Holt, Renfrew & Co., Toronto.
E. B. BURNS, Robt. Simpson Co., Toronto.
E. BOUCHER, Canadian Flower & Feather Co., Montreal.
JAMES A. BELL, Inksater's, Paris.
CHARLES L. BROWN, McLaughlin & Co., Amherst, N.S.
W. RYALL BUSTIN, M. J. Dedman, Toronto.
J. W. BRYAN, John White Co., Woodstock.
GEO. BASKETER, Robt. Simpson Co., Toronto.
J. L. BEAUDRY, The Two Macs, Ottawa.
R. J. CAMPBELL, The Right House, Hamilton.
MRS. S. C. CLUNAS, Alvinston, Ont.
R. T. D. EDWARDS, Robt. Simpson Co., Toronto.
W. H. FOGGAN, Toronto.
W. C. GREENHILL, Ogilvie-Lochead, Brantford.
H. HOLLINSWORTH, Robt. Simpson Co., Toronto.
ARTHUR HARDY, Murray-Kay Co., Toronto.
H. T. HILL, Anderson Co., St. Thomas.
J. O. HOLLIS, Brampton.
ARTHUR R. KEEBER, Barry & Co., Trenton.
ALFRED LISK, Geo. Vickers, Barrie.
GEO. LAMPMAN, Wm. Mitchell, Kincardine.
E. G. MEADOWS, McLaren & Co., St. Catharines.
J. McNICHOLL, Cressmans Ltd., Peterb'ro.
WM. MOIR, Robinson & Co., Hamilton.
H. C. MACDONALD, Murray-Kay Co., Toronto.
J. L. MAUDE, Dry Goods Review, Toronto.
J. A. McNABB, Richard Hall & Son, Peterboro.
L. A. MORPHY, Niagara Falls.
CHRIS MEADOWS, D. E. Macdonald & Bros., Guelph.
S. S. MOORE. Dry Goods Review, Toronto.
F. C. PETRIE, Peterborough.
V. M. PALMER, E. B. Crompton & Co., Brantford.
H. ROBINSON, R. McKay & Co., Hamilton.
HARRY RAMAGE, The B. Webster Hardware Co., Hamilton.
J. H. ROY, The Paquet Co., Quebec.
BARCLAY M. ROBERTSON, Caledonia.
ROY C ROOT, The Robinson Co., Ltd., Napanee.
W. C. SIMONS, Stanley Mills & Co., Hamilton.
W. E. SMITH, Toronto.
F. W. SARJEANT, Sarjeant & King, Barrie.
JAS. M. SCOTT, G. B. Ryan & Co., Guelph.
F. J. THOMPSON, W. E. Maxwell, St. Thomas.
ROY N. THEOBALD, Mickleborough Co., St. Thomas.
G. C. TAYLOR, The J. C. Turnbull Co., Peterboro.
W. W. WILFORD, J. E. Boles, Ingersoll.
C. LAWRENCE WHITNEY, Perry & Alport, Orillia.
E. H. WHITE, T. C. Elliott, Peterboro.
L. VEALE, The Northway Co., Chatham.

Introductory Offer

We have a stock of 100 Special Assortments in choice of 8 Standard Grand Rapids Finishes, and we will send one to any responsible merchant anywhere in Canada under our bona fide "Make-Us-Prove-It" offer or try-at-our-risk plan.

ENOUGH FIXTURES AND PARTS FOR TWO BIG WINDOWS

This specially prepared complete outfit is a full assortment of standard rigid and telescoping stands, adjustable and attachable shelves, slabs, cross arms, and a most complete assortment of attachments, fitting these for draping and the showing of all kinds of merchandise, and which have countless uses and display arrangements. In addition to these, it contains the new adjustable-attachable draping form shown here and the big 36 in. x 42 in. adjustable shelf or platform besides a full set of 5 of the new draping or display pedestals, with the handsome built-up veneer slabs (10 pieces, see Fig. 9).

This is a perfect assortment for two big windows or enough for the average Dry Goods, General, or Department Store. For the big stores, having many windows and special inside displays, they form the nucleus of the most modern, up-to-the-minute, strikingly attractive assortment which can be added to as desired in the same low proportionate cost as priced in this special assortment, and the most perfect displays can be made up of Silks, Dress Goods, Embroideries, Laces, Ribbons, Belts, Veilings, Leather Goods, Gloves, Hosiery, Novelties, Corsets, Waists, Furs, Linens, Blankets, Lace Curtains, Ladies' Ready-to-Wear, Under muslins, Knit Underwear, Men's Furnishings, Shoes, in fact, any kind of merchandise you carry. We will ship this assortment with the distinct understanding that you can try it for ten days after its arrival at our risk, and if it is not entirely satisfactory, it may be returned at our expense. Be careful to specify which of the finishes listed below you desire your assortment to be shipped in.

THIS COMPLETE ASSORTMENT IS SPECIALLY PRICED, DUTY PAID, AT $48.00 F.O.B. Hamilton

Without Pedestal Set the Price is $37.50

Choice of 8 Standard Grand Rapids Finishes—Natural Oak, Golden Oak, Fumed Oak, Weathered Oak (mission), Bog (Green) Oak, Silver Filled Mission, Natural Birch, Mahogany.

THE TAYLOR MFG. COMPANY, CANADIAN DISTRIBUTORS

HAMILTON - - ONTARIO

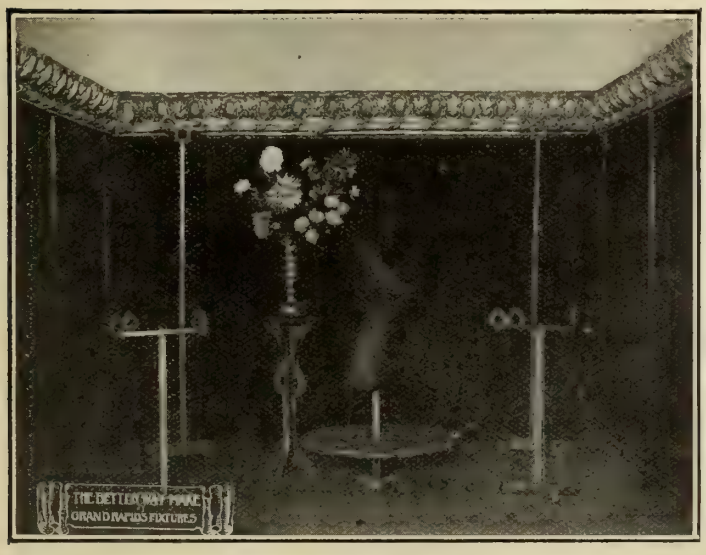


Fig. 1—Untrimmed.

This shows a few of the parts of "The Better Way" assortment of Interchangeable fixtures arranged for a silk window display. Notice the new Adjustable Draping Form which can be attached to any of the fixtures in any position or height desired. The balance of the fixtures in the assortment are available for other uses.

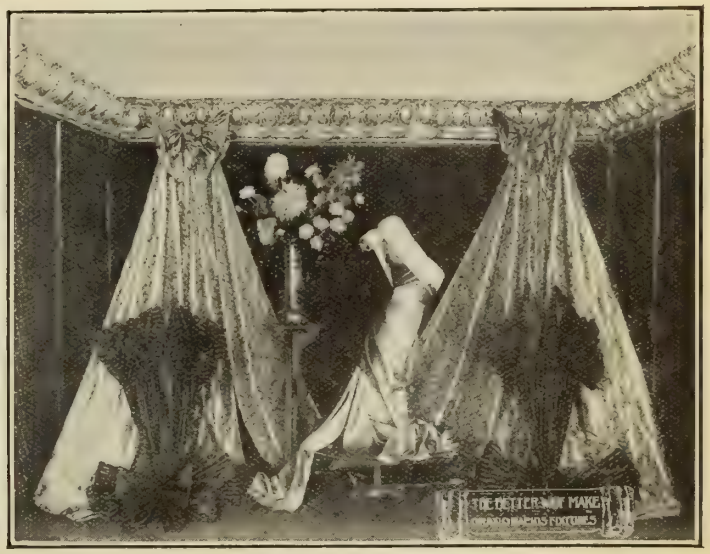


Fig. 2—Trimmed.

This shows Fig. 1 completely draped. The butterfly bows and drapes on the fixtures are made without the use of a single pin or tack, thus there is no chance of damaging the material. This trim is made with only 16 pieces from the $32 set, and one pedestal.

The Better Way Interchangeable Fixtures

The bases and standards are never idle. Change the attachments and adjustable parts to make any fixture of any shape or size for any merchandise in the store.



Fig. 7—Same, Undraped.
This set as shown, consists of the big tubular stand, two rigid stands with hat tops, the big draping shelf, and the adjustable form. Will cost you $11.25, but is a part of complete assortment.

Thousands of merchants have a "mixed lot" of fixtures, scarcely any two alike in design or finish. Those that are not in use are gathering dust and damage by "kicking around" in the store room, and everyone knows that such an assortment of fixtures does not make for the best results, just as an otherwise beautifully finished and furnished room is spoiled by one or two shabby pieces. The window space is worth 500 per cent. more than any other space in the store. See how you can get perfect results with "The Better Way" Standard Interchangeables.

Fig. 3 illustrates a few of the stands and parts of the special outfit set up for a display of lace curtains. Only a few of the stands in the special outfit fitted with the Tee Bars were necessary in this display, leaving the bulk of the outfit for other windows and merchandise.

Fig. 4 shows how effectively lace curtains or portieres and merchandise of this kind can be shown by using the high draping stands.



Fig. 6—Draped.
The same unit as Fig. 7 draped with silk in the Panier Style, with hat, bag, gloves and lace.

Fig. 5 shows a men's furnishings display made with part of the fixtures and attachments in the special outfit and one of each size of the draping pedestals with slabs.

OUR NEW DRAPING ATTACHMENTS

We show on these pages the new adjustable and attachable Draping Form that can be attached to any of our stands, thus making possible some of the most unique drapes you have ever conceived. We make the only line of Interchangeable Fixtures that are standardized and have this feature. We also, make Interchangeable or attachable waist forms, collar forms, shoulders for showing furs, etc., etc., which are especially priced with our Interchangeable attachments and will fit on any stand we make. Not a part of this special outfit, but quoted upon request.

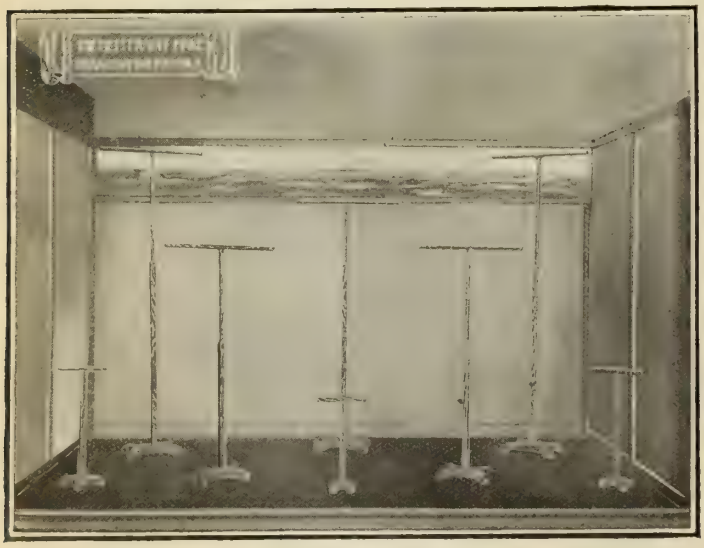


Fig. 3—Set Up.

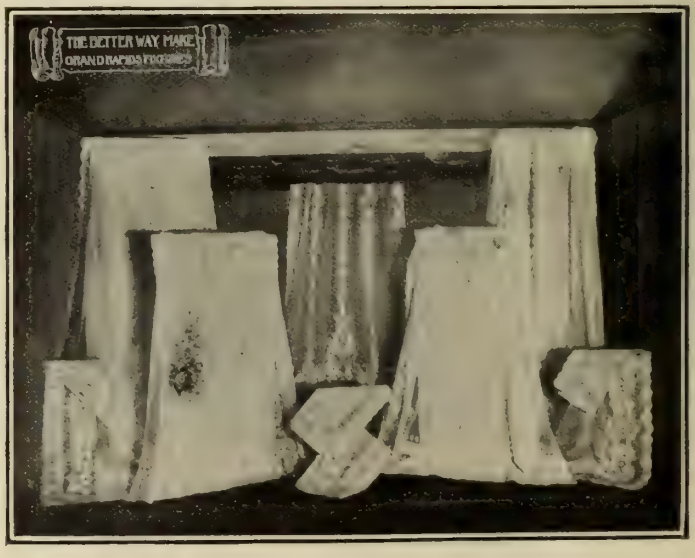


Fig. 4—Same, Trimmed.

For Every Line of Merchandise

The Better Way

Newest and Best Yet—The "Draping Pedestals" with Slabs

Pedestals are an essential, so why not give them value far above the old-fashioned kind? We have done it, as shown in Figs. 1, 2, 9 and 10. Figs. 9 and 10 show the Special Assortment and the cleverest pedestal design ever made, permitting of limitless unique uses for showing merchandise, and making attractive drapes with ease. The "Special Assortment" of five pedestals and five slabs (10 pieces) for $15.00.

Fig. 9. Here we have still other attachments used on the same stands, as shown in the other displays on these pages, simply unequaled for easily displaying any merchandise in the store.

Fig. 10. This shows how "The Better Way" Interchangeables can be used to display muslin underwear and shows how fixtures in Fig. 9 were trimmed. This display was made with the Special Assortment Pedestals and Slabs.

Fig. 11 and Fig. 12 again show the draping form, adjustable shelf and other fixtures, another one of the thousands of absolutely different units that can only be developed from "The Better Way" Interchangeables. These units were made with the adjustable form and a few parts of the Special Assortment. Notice the use of the shelf and that it gives an opportunity to display accessories in connection with the draping, while the bolt of goods uncut and not damaged, is shown on the shelf to advantage.



Fig. 12—Draped.

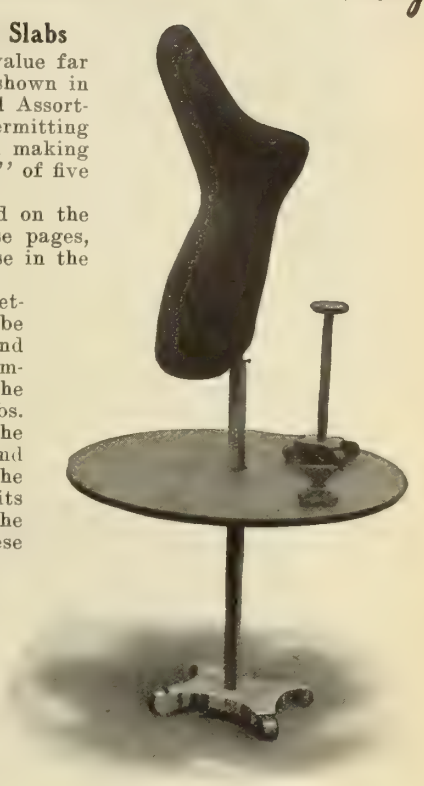


Fig. 11—Undraped.

You Run No Chances—You Double the Sales Power of Your Windows While Trying Out Our Offer

Every attachment has been fully tested and proven, each part is made to simplify the problem of trimming the windows and give at the same time a large variety of uses and arrangements. Not merely one stand for a single purpose, but hundreds of different stands for unlimited uses. Not a single complicated thing, nothing to sag or wear loose, no screws or unsightly holes, but real STANDARD FIXTURES in assorted heights, rigid and telescoping, made in the most approved modern manner, perfectly designed and finished, the kind you have always used, except every adjustable Shelf, Form, Slab, Cross Arm, and attachment fits them in countless different ways, for "The Better Way" Line has been built by experts, making fixtures exclusively and has been tried out and approved by the best trimmers and stores in the land.

Send in your order to-day for one of these complete sets, and get it in time for your Fall Opening Windows

THE TAYLOR MANUFACTURING COMPANY, Canadian Distributors
HAMILTON - - ONTARIO

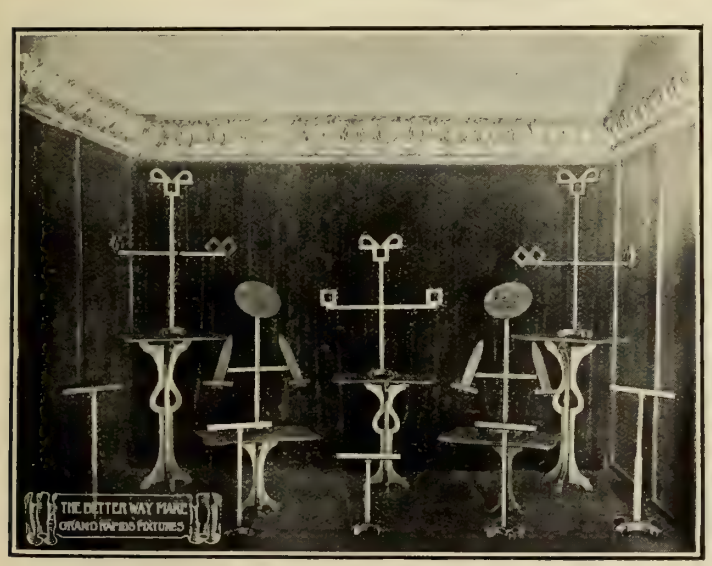


Fig. 9—Untrimmed.



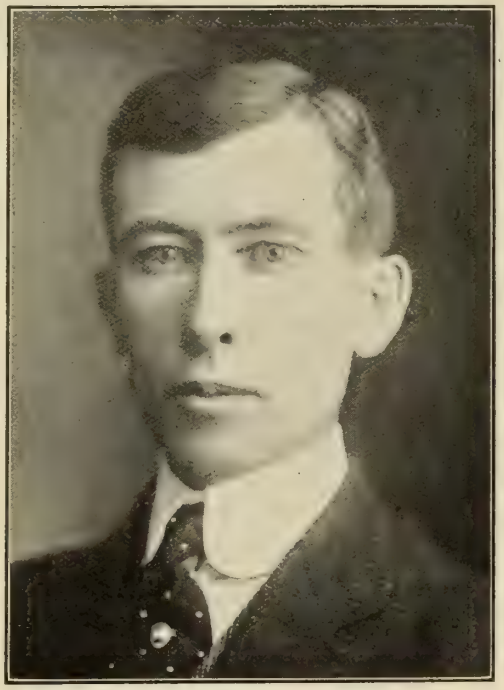
Fig. 10—Trimmed.

Good Advice to Trimmers

How to ask for a raise in salary, attitude towards heads of departments, the trimmers ambitions and opportunities, were subjects discussed in an interesting talk by Mr. Hollinsworth, chief of the decorating department of the Robert Simpson Co.

"When I look back about 21 years ago, when I first got a mental glimpse of the great future there was for a young man who had ability and who was anxious to follow up the window dressing profession," said Mr. Hollinsworth, "and when I compare the windows and the methods of display of 21 years ago with those of to-day, I cannot see anything but a continual series of successes for the progressive merchant and continued success for the window trimmer who has artistic ability and who applies his abilities to his work.

"Perhaps it will be news to many of you that I am the oldest professional window trimmer in Canada, being at one time all alone in the profession. There were



HARRY HOLLINSWORTH
Robert Simpson Co., Toronto, the new President of the C.W.T.A.

other men, of course, who trimmed windows, but they were salesmen as well, or they trimmed them as best they could because there were no professional men to look after the displays and there were very few professional trimmers in the States even as far back as 18 years ago. But, to return to my point. After I had been at the business for a few years, the more I experimented and the more knowledge I gained in displaying merchandise, the more I became convinced that merchants in this country had been asleep for a long time to the possibilities of monetary results through attention to their store fronts and window displays, and it has only been perhaps during the last six or seven years that the art of display has been appreciated in Canada, and only within the past few years that Canadian merchants have begun to realize what a great asset they possess in good fronts, well laid out show windows artistically or neatly trimmed.

Windows Were Dumping Ground.

"In reading the histories of some of the old established stores of this continent, I find that the original intention of putting glass in the shop fronts was simply to give light to the interior. The windows were mostly small with small panes of glass, and were made a dumping ground for reserve stocks and any old thing the merchant's employes wanted to put out of the way. In nearly every case the goods were displayed outside on the streets on benches and tables, hanging on hooks and from the awnings, but anything that was displayed in the windows was hidden. This was the primitive way of displaying their wares.

"As time went on, and thoroughfares became congested, and from other reasons, the sidewalk displays gradually disappeared in the better neighborhoods and gradually the display window was evolved. The windows were poorly lighted with coal oil lamps, then gas, and finally, with the advent of electricity, came the beautifully lighted windows we have to-day. Then the manufacture of plate glass evolved the idea of larger display windows and finally merchants discovered the selling power of the old time stocky display where a representation of almost every line carried in stock was shown in a conglomerate mass in the window.

"So we find to-day a better order of things. Merchants are demanding the proper display of their wares, and in most cases are becoming very liberal in expenditures for the displays.

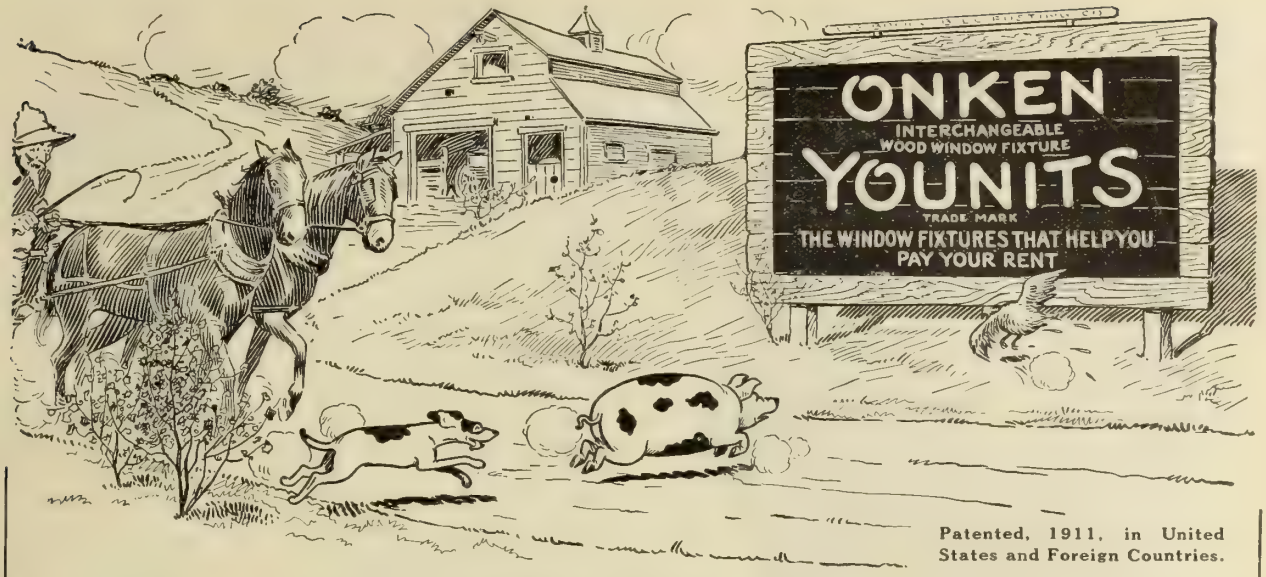
Trimmers a Main Factor.

"Competition is growing stronger, and with the excellent trade conditions now existing in Canada especially, there is in my opinion a great future and a great field for the window trimmers of this Dominion. On us is going to depend a big slice of the successes of our mercantile houses. We are becoming recognized more and more as one of the main factors in running a sucessful business. There are hundreds of thousands of dollars being spent annually on newspaper advertising in the big department stores, and I'll venture to say that in most cases the display windows bring in directly and indirectly as much business as the newspapers do with a quarter of the newspaper expenditure. The merchant has already recognized the fact that his window trimmer must be a business man. He has got to be a man of good judgment. He has to possess artistic qualities. He has to be sober, reliable and honest. He has to be a merchandise man and he has to know what he is handling. He has to possess a good eye for color and the many other qualifications that go to make the artist and the window trimmer. Men who have not these qualifications do not last long in the profession, and, gentlemen, we ought to feel proud in the fact that in the Window Trimmers' Association we are associated with men who are artists, business men and gentlemen.

Know Relative Qualities.

"There are several points I would like to mention by way of advice to the young men who have not had a long experience. The first point is this:—There are many window trimmers who possess the necessary qualifications for the profession, but lack one important feature and that is the knowledge of qualities of the different lines we are called on to display. I have seen many windows artistically arranged where the window trimmer has fallen down on his arrangement of textures. For instance, I saw a display of white muslins with heavy passementeries over them. The goods were excellently draped, but from a customer's standpoint the display looked ridiculous. I notice this feature so often among beginners. In other classes of display articles of a poor quality are placed alongside of high class goods. We see dress goods and silks shown inside out, patterns on the goods shown upside down, hats turned back to the front, and so on. These are matters that want watching.

"There are many trimmers who have not served an apprenticeship in the dry goods business, and I must say that these men are seriously handicapped, but I say to these trimmers, study, listen to what the buyers have to say. Ask them lots of questions relative to the goods they buy. If you are in doubt as to the relation that one piece of goods bears to another, find out from the buyers, the dressmaker or whose department it belongs to.



Patented, 1911, in United States and Foreign Countries.

Do You Cater To The Transient Trade That Passes Through Your City Daily?



This Prize Window was made with ONKEN YOUNITS by Sol. C. Cohn & Co., Fort Smith, Ark. This particular trim won a prize in our window-trimming contest, December, 1910. Wm. S. Norman, Window Trimmer.

—Do you cater through your show window displays to the people that make weekly trips to the city from surrounding towns?
—Do you know that these weekly trips often mean the buying of supplies for the whole family?
—Do you now see, Mr. Dry Goodsman, how you can increase your business through your show windows by going after this transient trade?

My Younit Fixtures Will Help You Secure This Business.

—Do you know that many of these visitors, as well as people living in your city, make purchases on impulse just because they are attracted by some well-arranged window display?
—Do you also know that, to many, one store looks as good as another, and that in nine cases out of ten the character of the window display determines where to purchase?
—If this were not true, why do houses like Marshall Field & Co., John Wanamaker, etc., spend time, energy and thousands of dollars yearly on proper window displays?

READ THIS

MILLER BROS., GENERAL MERCHANTS,
STONY PLAIN, ALTA., CANADA.
P.O. Box 24, Stony Plain, Alta., Sept. 10, 1911.

The Oscar Onken Co., Cincinnati, O.

Gentlemen:—Please send us another set of the No. 4 Onken Wood Window Fixture Younits. We have more windows to trim and therefore can use another set.

Since using the first set you shipped up for about two weeks, we have concluded not to use any other make of fixtures, and we feel there are none like yours. They are easy to set up and can be used for the different kinds of merchandise we handle. We would not be without the two sets for anything.

Yours very truly, MILLER BROS.

My Four Sets.

No. 2 Set **203 YOUNITS.** For 2 large Dry Goods Windows and inside store use on counters and cases - - - **$42.50**

No. 2½ Set **100 YOUNITS.** For 1 large Dry Goods Window and inside store use on counters and cases - - - **$21.00**

No .16 Set **36 YOUNITS.** For 2 large Dress Goods Windows and also for various other displays. The Arts and Crafts display slabs are equipped with a metal adjustment and tilting attachment. Slabs need not be removed for re-adjustment - - - - - - - - - - - - - - - **$35.00**

No. 4 Set **110 YOUNITS.** This set is made for the general store trade. This set can be used for displaying Dry Goods, Furnishings, Clothing, Shoes, Hardware and Groceries. A good all-around set - - - **$28.00**

Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the Southern Canadian Border.

Finish Made of Select Oak fn 3 stock finishes, Weathered, Golden or Antique Oak, all in a soft, mellow waxed finish.

Storage Chest Each set is put in a HARDWOOD HINGED-LID STORAGE CHEST (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large size trims made with my YOUNITS, sent FREE with each set.

Every Set Guaranteed to Give Satisfaction. Shipments made at once.

THE OSCAR ONKEN CO.

Established 32 Years.

No. 767 Fourth Ave.
Cincinnati,
Ohio,
U.S.A.

Order through your JOBBER or DIRECT.

The Oscar Onken Co., 767 4th Ave., Cincinnati, Ohio, U.S.A.
Send me your Window Fixture Booklet.

Firm .....
City ..... Business .....

32



FRED L. KICKLEY

McKinnon Co., Weyburn, Sask., 1st Vice-president, prize winner in class 7.

"There is no man who has a greater chance to fit himself for a good merchant or business man than the window trimmer who takes advantage of the oportunities that present themselves in the average department store. In his daily work he is in touch with all kinds of merchandise. He gets or can get, all kinds of valuable information on the manufacture, and the buying and selling. He has access to the advertising department, and almost every department he wishes to get information from. Therefore, I say, gentlemen, take advantage of the opportunities that are open to you and secure a lot of knowledge that will benefit you in later years if you are fortunate enough to be able to start up for yourselves.

Importance of Honesty.

"Another point is this, and on this point I am going to speak plainly, as it is an important one, and that is, honesty. There are many window trimmers to-day who are a disgrace to the profession—men who are going from place to place and who cannot resist the temptation to steal from their employers. I have heard and have seen many instances of this. The window trimmer must be a man strong enough in will power to overcome the various temptations window trimming presents. Boys, if a merchant places sufficient confidence in his window trimmer to allow him access to all departments, if he entrusts to your care and temporary keeping, the most valuable goods in his stock, don't betray that trust, but hold it sacred. Many who have been caught pilfering merchandise offer the excuse that they were being underpaid and could not live on what they were receiving. Now, gentlemen, far be it from me to infer that we have in our association any men of this calibre. Let us be very careful that we admit no one into our membership who cannot look his employer straight in the face. Let us warn our younger assistants, especially those who are on small salaries, that honesty is the main feature in becoming window dressers, and that sooner or later it will be recognized and rewarded.

Asking for a Raise.

"The next point I would like to mention is with reference to the remuneration we get for our services. We cannot adopt in this association a trades union policy of a minimum and maximum wage. It would lower our profession to do so. We are not mechanics or laborers, our profession is vastly superior to these (with all respect to unions). Our salaries are governed by our individual abilities, the size of the different businesses we are connected with, the different classes of business we do, etc., but I will say that while many of us are getting big salaries, there are many of us whose valuable services are not sufficiently recognized from a remuneration standpoint, and right here, I want to say that perhaps it is our own fault. There are many of us who do not know how to go about securing better salaries. They do not know the proper way to proceed in the matter. I'll tell you, boys, it requires a little study and a lot of forethought before you brave up enough courage to approach the manager on the subject. Now, my own experience has been this, and if it may help any of you young men, I shall be glad for having given it to you. First of all, earn it. Develop the best that is in you. Work hard. Don't mind a little night work or overtime. Show the merchant in every way you can that you are interested in his business. Be careful of your habits after business hours. Don't get the swelled head because you have had a few pats on the back over some good displays. Do the very best you can in everything, and then when you feel that the time has arrived when your services are worth more, go about it in this way. First of all, wait for the time of year when business is good, say just before Easter or before the Xmas trade comes on. Never make a tackle at stocktaking time or after a dull month. Think well of what you are going to say. Do not make the fatal mistake of using the argument that the window trimmer across the street is getting so-and-so and that you think you are worth as much as he. You may be worth more. Don't say some other firm was after you and offered you more money. Go to Mr. Merchant when he is not extra busily engaged and approach him somewhat after this manner. 'Mr. So-and-So, may I have a few moments' conversation with you?' If he grants you this request, proceed after this manner: 'I want to ask you if you think I am not entitled to an advance in my salary. I have been working hard for it lately. I have been economical in my window expenditures. Results from my work have been good, judging from what the different managers tell me. While you have been very liberal with me, I



HANLAN ROBINSON

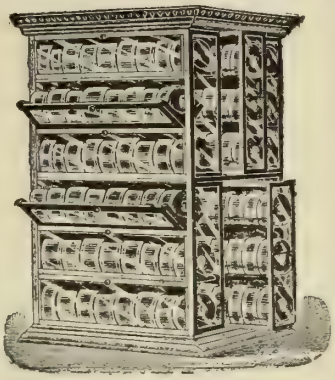
R. McKay & Co., Hamilton, member of the executive, one of the prize winners.

Profitable Display Demands Practical Fixtures



No. 2—Practical Ribbon Cabinet

Practical Ribbon Cabinets Made in Eight Sizes



No. 3 - Practical Ribbon Cabinet

Holding From 50 to 700 Bolts of Ribbon

PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¼x38	325	23 00
5	28¾x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x42¾x43½	700	42 00

MADE OF OAK



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs hose.

Practical Hosiery Racks

Made of steel, nickel plated. ¶ Slip the stocking in the spring pair by pair. Place the spring in the frame at the top of the rack. ¶ A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.

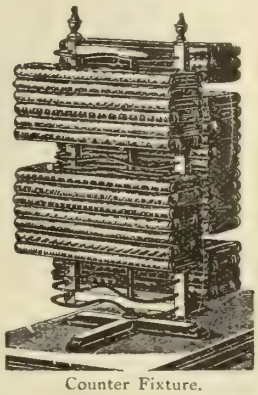
No. 1—34 inches high, 16 inches wide. Has four springs. Capacity 72 pairs hose, $5.75.

No. 2—34 inches high, 17 inches wide. Has eight springs. Capacity 120 pairs hose, $6.75.

Practical Piece Goods Fixtures

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds forty pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50.
Practical Floor Fixture, height 5 feet. Price, $7.50.



Counter Fixture.

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y. 2360

Don't Envy Others
with their beautiful cards
MAKE THEM YOURSELF

One of the many popular "3 in 1" models of PAASCHE'S AIR BRUSHES



Recommended at Canadian Window Trimmers' Convention

Leading Canadian and American Card Writers Use The Paasche Air Brush

as well as thousands of window trimmers and sign painters. Trimmers use them for coloring artificial flowers, foliage, draperies, backgrounds, etc. Cardwriters and sign painters use them for producing elegant raised and shaded effects in lettering.

There is no limit to the effects obtainable with an airbrush.

Write for catalogue to-day.

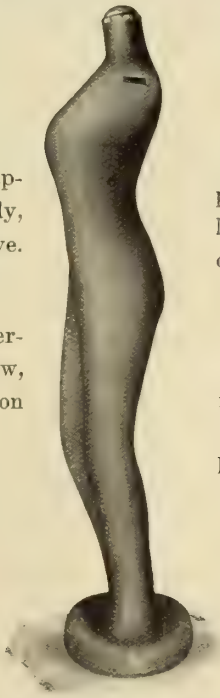
PAASCHE AIR BRUSH CO., Manufacturers
605-B Blue Island Ave., - - CHICAGO, ILL.

FORM "DE MILO"

Latest of drapery forms, timely, radical exclusive.

Cut shows perfect side view, other views on application.

Write us.



Made with our patent foot and limb attachment, or on plain base.

Gives graceful, natural effect; brings out the lines perfectly.

J. R. PALMENBERG'S SONS
Established 1852.
710 BROADWAY, NEW YORK.
Boston Salesroom 30 Kingston St. 110 Bedford St.
Baltimore Salesroom, 10 & 12 Hopkins Place.



J. A. McNABB

Richard Hall & Son, Peterboro, 2nd Vice-president, winner of the Review's silver cup.

feel that I am worth more money, and if you think my department is worthy of it, and if you are satisfied with my services I shall do all I can to merit an increase.'

"Now this is merely one way to go about it. There are many, and most of the "spiels" depend on different individual conditions. But, as I say, the trouble with many of us is we don't figure out a plan on how to get it. Many of you are contented to go along on a small salary because the boss has turned you down several times. You strike at the wrong time. You use arguments that only incur the manager's displeasure. You say too much and so on. Be concise in what you say, but make every word count. There is no merchant who can overlook a sensible demand for an increased salary for his window trimmer if the window trimmer is worth it, and I have always found that the different men I have worked for acceded to my requests when I proved to them I was entitled to more.

"Now, as I look about me here at the number of window men, I cannot but realize just what great strides the profession is making in Canada, and you can understand from my point of view, how I appreciate the company of so many men in the same business as myself when, as I said before, I was practically alone in the busines not so very long ago. It is with pleasure, Mr. President, that I see in this audience several members of this gathering who were formerly my assistnats, and who are head trimmers to-day. And I do not take any of the credit from them, for I admit that it was only their own efforts that placed them as head trimmers in good houses, and while I did all I could to help them help themselves, and while they have to thank me for their start, yet I repeat it was their own efforts that put them where they now are. And, gentlemen, I am willing to help in any way that I can.

No Place for Jealousy.

"There has been in the past, if I am not mistaken, a lot of petty jealousies and envies existing among window men in Canada, and I hear a lot of knocking and all that sort of thing exists among trimmers on the American side, but gentlemen, I submit that with the advent of this, our first assembly, as a society of window trimmers of Canada, that if any of us have any such feelings towards other members, that we bury it right now, and that for the future nothing shall be said or done by any of us that is not of the best. We cannot afford to hold prejudices. Some of us are bound to be more fortunate than others. After all, we are only looking for an existence, and our bread and butter. So I say, gentlemen, let us bury the past and become united in a friendly society for the advancement of our profession and for the good and welfare of each other. Window trimming holds a great future for us and for the merchant as well, and while we are in the business, let us try to elevate it to where it belongs.

"We are fortunate in being able to secure the services of Mr. Cowan and Mr. Koerber, also the other specialists in their line. In concluding, Mr. President, I hope that the members who brought about the formation of this association will live to see a big organization, and if every one of us will do his part, there is no reason why it should not be a success."

* * *

Importance of System.

Mr. Hollinsworth emphasized the importance of system in connection with every detail of the window trimmers work. In his own department he had adopted a plan whereby a record of every article placed in the windows and taken therefrom was kept, together with the names of those who had anything whatever to do with them. Thus, when a hat was removed from a window by a member of the sales force, he or she was required to initial a form and indicate the time removed and returned. Valuable merchandise could not be taken from stock in a hap-hazard way The smallest store could adopt a similar system to reduce to a minimum all possibility of loss through dishonesty or carelessness. How being taken from a department for display purposes goods were invoiced to the display department. The trimmers then became responsible for the articles selected. When the



E. WILSON

Glanvilles, Limited, Calgary, member of Executive, prize winner in class 15.

Attract Attention to Your Windows



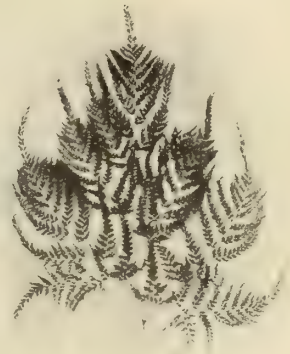
No. 502—Made with beautiful autumn shade foliage. Size 30 inches high. Price per doz. $5.00

By Using

Flowers and Foliage

Natural life-like flowers will do more to add a touch of distinctiveness to your displays than any other form of decoration. We have flowers and foliage of every description. A sample order will convince you of the value and sales-getting power of our goods.

Write at once.



Transparent Maiden Hair Ferns.

No. A1—Medium size, per doz. $0.85
No. A1—Medium size, per 100 ..... 7.00
No. A1—Large size, per doz. 1.60
No. A1—Large size, per 100 ..... 13.00
Made in green and all fall shades.

The Canadian Flower Mfg. Co.

198 St. Paul Street, Montreal



D. & P. Drapery Forms
are always correct

We're in touch with America's leading window trimmers—authorities on and originators of new drapes and their forms.

You may look to us for anything that is new and be assured you will get it while it's new.

Let us put you on our mailing list and we'll keep you advised of anything that comes out which will improve your trims.

Write to-day.

DALE & PEARSALL

106 Front St. East **TORONTO**



Silver loving cup, presented by the *Dry Goods Review* for the best collection of display windows used during the past year and entered in the C.W.T.A. competition. Won by Jas. A. McNabb, decorator and adman for Richard Hall & Son, Peterboro. The cup is 12 inches high, or, with base, 17 inches; bowl is 10 inches in diameter.

window was taken out, they were checked over with the invoices on being returned to stock.

"How could such a system be applied to a small store?" asked a member.

"Very easily," replied Mr. Hollinsworth. "We will suppose that a saleslady from the millinery department desires to remove a hat from the window. She should be required to initial a card tacked up inside the entrance to the window, also recording time taken and time returned, and the trimmer should certainly keep a record of articles taken from stock in order to have something to show should an article disappear.

"The display department of every store should moreover, be credited with an appropriation. The plan I have found to work satisfactorily is to charge rental for window space against the different departments. The merchant should keep as careful a record of his display windows, and the uses to which they are applied, as he does of his newspaper advertising. In his windows he has a medium of direct appeal to the public; they are a part of the selling force.

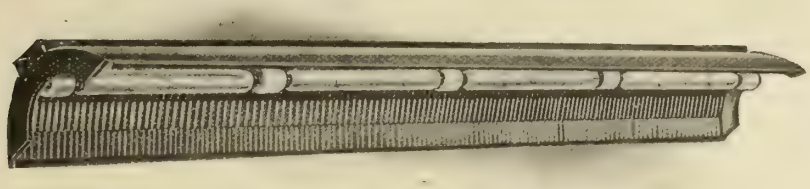
WALLPAPER FOR BACKGROUNDS.

Following an informal discussion as to the duties and responsibilities of the display department, Mr. Hollinsworth demonstrated the various purposes to which wall paper can be applied in working out effective and inexpensive backgrounds. He had selected a series of medallions, scenic panels, and coverings and illustrated their suitability in an interesting way.

"At first thought," he said, "the expression 'wallpaper' may suggest the thought of cheapness, but on an inspection of any good wallpaper stock the trim-

FRINK REFLECTORS

MAKE QUICK SALES FOR YOU



The proper lighting of your store, show cases and show windows is the best advertisement you can possibly make to favorably impress the people you wish as customers.

Goods well lighted are half sold, because if the goods are readily seen, their value is appreciated, hence good lighting increases your sales.

By installing FRINK Reflector Systems of store lighting, we have increased the sales of merchants all over the country.

FRINK Reflectors diffuse and concentrate the light where wanted, but not with the blinding glare which is a common fault in most store lighting systems.

You see the light—but you cannot see the lamps—they are out of sight. All the light is focused on the goods—none is wasted on sidewalls, sidewalks, or annoyingly reflected in the eyes of spectators.

Whether you are building a new store, remodeling, or simply interested in Perfect Store Lighting, it will pay you to write our Engineering Products Department for full information. Write nearest house for helpful suggestions and advice on lighting your store.

THE CANADIAN H. W. JOHNS-MANVILLE CO., Limited

Manufacturers of Asbestos and Magnesia Products — Asbestos Roofings, Packings, Electrical Supplies, etc.

TRADE ASBESTOS MARK

TORONTO MONTREAL WINNIPEG VANCOUVER

The New "CONCAVE" Suit Hanger



Your stock will be kept in perfect shape if hung on the Concave Hanger. It holds the collar of the coat to its proper lines, no wrinkles across the back.

Price per 100 $12.50 net

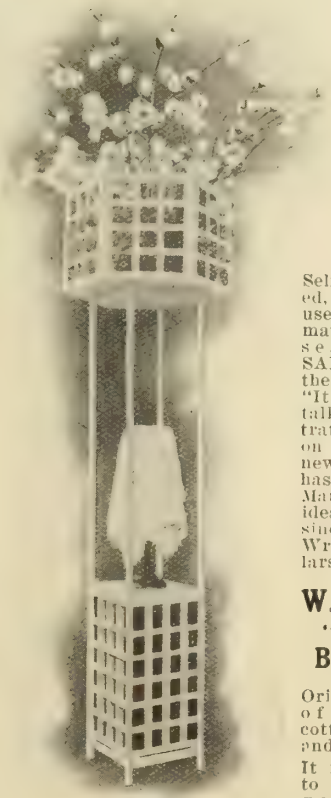
Write for our catalogue of double bar Garment Racks, Hangers, Fixtures, Mirrors, Wax Figures and Forms etc. We make a complete line.

CLATWORTHY & SON

LIMITED

"The Actual Manufacturers"

159-161 King St. W., Toronto, Ont.



New Ideas for White Sales

Selfridge & Co., Limited, London, England, used our plans and material in their last season's WHITE SALE. They report the following results: "It has set all London talking and concentrated more attention on the store than any newspaper advertising has ever achieved." Many new and original ideas have been added since then.

Write for full particulars to

W. Ezra Johnson

"The Cotton Man"

Bowdon, Georgia

Originator of the idea of growing natural cotton for Decorating and Advertising.

It requires some time to prepare and ship goods. Investigate NOW and save TIME.

THE PRIZE WINNERS

CLASS 1.—*Silver loving cup presented by Dry Goods Review for best collection of windows submitted during year—Won by J. A. McNabb, Richard Hall & Son, Peterboro'.*

CLASS 3.—*Gold and silver medals for best holiday and opening windows in cities from* 50,000 *to* 100,000—*Won by W. G. Moir, Robinson Co., Hamilton; H. Robinson, R. McKay & Co., Hamilton.*

CLASS 4.—*Gold and silver medals for best merchandising windows from cities up to* 50,000—*Won by W. G. Meadows, McLaren & Co., St. Catharines; and F. J. Thompson, W. E. Maxwell, St. Thomas.*

CLASS 5.—*Gold and silver medals for best men's wear windows.—Won by J. K. Dollimore, Mitchener & Co., Saskatoon, and F. C. Petrie, Hamilton.*

CLASS 6.—*Airbrush, awarded by Paasche Airbrush Co., Chicago;* $5 *in cash from the Association, and* $5 *in brushes from G. W. Hess, Chicago.—Won by A. S. Hardy, Murray-Kay Co., Toronto, and R. T. D. Edwards, Robt. Simpson Co., Toronto.*

CLASS 7.—*Cash prizes of* $10 *and* $5, *awarded by Botanical Decorating Co., Chicago, for best floral decorations—Won by Fred. L. Kickley, formerly with D. E. Macdonald & Bros., Guelph, now with McKinnon Co., Weyburn, Sask., and Warren Andrews, Anderson Co., St. Thomas.*

CLASS 15.—*Cash prizes of* $25 *and* $15, *awarded by Calkins Studio, Chicago, for best scenic effect in window or interior—Won by E. Wilson, Glanvilles, Ltd., Calgary, and J. McNicholl, Cressman's Ltd., Peterboro'.*

As explained by the secretary, a number of the classes were not competed for, or if entries were made, they were not considered sufficient by committees to warrant a contest.

Committee on Windows.—Jerome A. Koerber, H. Hollinsworth and H. C. Macdonald.

Committee on Cards.—G. W. Hess, H. Robinson and W. C. Simons.

mer will find hundreds of ideas that will have character and dignity in them. The manufacturers are now making designs and colorings that cannot be detected from the finest of silks, satins, tapestries, etc. These lend themselves admirably to panel work of all kinds. There are many trimmers in Canada who are confined to small expenditures in their work and where costly settings are out of the question. Through the aid of wall papers beautiful effects can be had at a very small cost. You can get almost any conceivable color in pastel shades, patterns and effects in brocatelle satins and silks of any period, also friezes, strappings and borders.

In making up backgrounds nothing further than simplicity should be attempted. Avoid all floral designs. Keep as far away from the appearance of a papered room as possible. In making the frames for covering, all that is required is some strips 3 inches wide and ⅞ thick. If your panel is a big one brace it together in the opening with plenty of supports. These will also keep the cotton from sagging. Cover the frames with plain unbleached sheeting which can be had in all widths and gives you no seams, stretching as tight as possible. Give the cotton a coat of thin size (with a white wash brush) and it will dry almost immediately, then you are ready for papering.

For a base for wallpaper backgrounds Mr. Hollinsworth is also using an inexpensive compo board which requires no sizeing and is well adapted to the purpose.

* * *

Koerber's Heart-to-Heart Talk

Jerome A. Koerber, Strawbridge & Clothier, Philadelphia, had a heart-to-heart talk with the boys at the Thursday morning session. As the head of a large staff in an establishment noted for its high-class merchandise, and the confidence which it places in the effectiveness of its displays, Mr. Koeber's talk, pointing to high ideals, was very interesting. Here are a number of extracts:

"You are to be congratulated on the strength of your organization. To accomplish what you have done in one year certainly augurs well for the growth of the association.

"Upon the nobility of your purpose will depend the strength of your development, the co-operation which you will receive from those whom it is calculated to benefit most, the sympathy of the merchant, the advertising men, the manufacturers.

"We must command the respect of the merchant. Let us be broad. Let us demonstrate in most unmistakable manner that we are organized for better merchandising, more effective advertising service.

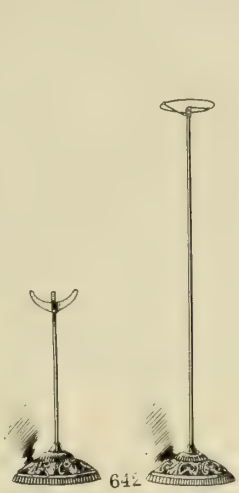
"Many of you no doubt have joined this association from an idea of self interest. But we must first look out for the merchant's interest. His interests and

Give Your Store an Appearance of Prosperity



No. 681—Model figure with wax head and hands, adjustable arms, complete, $23.00.

Nothing makes a more favorable impression on a client on entering a store than its appearance. And an up-to-date equipment will add materially to the display of goods if it is well laid out. For a number of years past we have furnished store fixtures of the most up-to-date style and of the best value, at prices comparatively lower than others.



642

Hat Stands, Fancy Base, Gold Bronzed or Japanese Oxidized, $3.50 doz.



640

Hat Stands, Square Base (Heavy), Gold Bronzed or Japanese Oxidized, $4.00 doz.

Made in 12, 18, 24, 30 and 36 in. high.

DELFOSSE & CO.

Office and Sample Rooms, 247-249 Craig Street West
Factory, 1-3-5-7 Hermine Street
MONTREAL



No. 1208—Wax head and bust for shirt-waists, nickel support, $17; Wax head and bust without foot, for hats, $15.00.



No. 5a

Have You a Dressmaking Department?

Have you a ready-to-wear department? In either of these important departments there is an absolute necessity for proper forms—forms that will fit any garment.

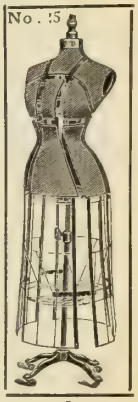
HALL-BORCHERT ADJUSTABLE AND NON-ADJUSTABLE DRESS FORMS

A form will make or spoil a sale as much as a good or poor salesman. Look into the "Hall Borchert."

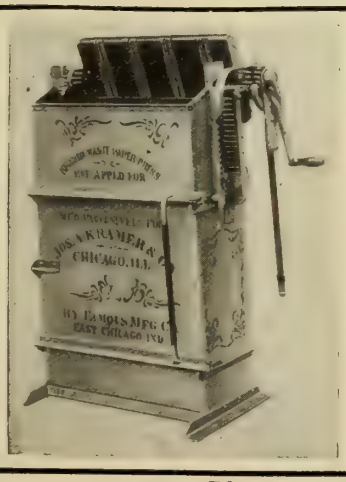
(We want agents.)

HALL-BORCHERT DRESS FORM CO. of Canada, Limited

Factory: 70-76 Pearl Street. **Office and Showrooms: 158 Bay Street, TORONTO**



No. 15



KRAMER

ALL STEEL BALING PRESS

THERE ARE NO WOODEN PARTS

The ideal Baler for waste paper, rags, straw, excelsior, etc.

Do not purchase a wooden baler when you can use one made of steel.

Greater Strength—Smaller Floor Space, Easier to Operate—More Economical than any other Press on the market.

OVER 2,000 SOLD IN ONE YEAR

TORONTO TYPE FOUNDRY COMPANY, LIMITED

TORONTO MONTREAL WINNIPEG CALGARY REGINA



Dress goods display by J. A. McNabb, winner of the Review's cup, for Richard Hall & Son, Peterboro. Background and color scheme, fawn, red and gold bally. Wallpaper was used for scenic panel effect. Entire cost of foliage, sateen and framework, $11.90.

ours are inseparable. Co-operation is the word that should apply to your ideals in the highest sense.

"Such an organization as this is no place for selfishness, for petty jealousies. We must all work together recognizing that there is more to be gained by mutual consideration, by unity, than by any attitude making for dissension.

"You have certainly begun in the right way and it is my hope that the acorn that has been planted will some day become a mighty oak."

* * *

Demonstrating Men's Wear Hints

Mr. Koerber, at the request of one of the members, demonstrated a number of different methods of draping and arranging men's shirts and accessories. With a piece of shirting and an oblong of stiff cardboard, he produced the effect of a plaited shirt, posing the collar in correct position at the top and including in the group a hat, cane and gloves very effectively. He then emphasized various points in connection with shirts displayed on easels and forms, the importance that the garments and accessories harmonize, that the collar fit perfectly, that the handkerchief retain a freshness suggesting its recent removal



Neat brushwork is a feature of these prize cards by A. S. Hardy, for Murray-Kay Co., Toronto. These cards are all of a type used continuously by this firm. They are nearly all written on cream pebbled board with beveled edges.

from the box, that every touch have a purpose and that the units be so assembled that people who view them may be attracted and not repelled.

* * *

Form Drapery

A demonstration of form draping by Mr. Koerber was one of the features of the Thursday afternoon program. Mr. Koerber used the most perishable fabrics and accessories that he could obtain for the pur-





A LUXFER PRISM FRONT in Your New Store

or in the remodelled one will not only add materially to the appearance both outside and inside, but will remove the overhead expense of artificial lighting in the day time. They will shed

A Flood of Light Everywhere

by employing the prism best adapted to your special requirements. They will light up remote corners by directing the shafts of light to where they are needed rather than allowing them to strike the usual light angle.

Your goods will show to better advantage in true white daylight rather than yellow artificial light.

Write for illustrated catalogue to-day.

LUXFER PRISM COMPANY
TORONTO - MONTREAL



T. G. DUEY, Springfield, Ills., U.S.A.

A KOESTER STUDENT WHO MADE GOOD

At the recent convention of the National Association of Window Trimmers of America, by winning one of the main prizes for the best window display in Class A.

The Competition

With 600 window trimmers in attendance, and Koester men winning all the main prizes, speaks highly for the class of instruction to be had at this institution. If you want to make good in window trimming, show card writing, and retail advertising, become a Koester student.

WRITE FOR A SET OF LITERATURE EXPLAINING ALL COURSES IN DETAIL.

THE KOESTER SCHOOL
304-306-308 Jackson Boulevard, Chicago, Ills., U.S.A.



Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:
New York Grand Rapids Chicago
Boston Portland



Drape No. 2.

Full form tunic drape by Jerome Koerber, in which black and black and white satin are materials required. Red velvet ribbon and small buttons are used for front panel. Piece of neckwear for collar, and lace to finish sleeves. See drawings for details.

pose in order to emphasize the fact that the window trimmer in displaying fabrics in this way can do so without damaging the goods in the slightest. Two of the drapes illustrated, together with the various adjustments necessary in their completion are illustrated in this report. Mr. Koerber used the full figure and mummy forms.

* * *

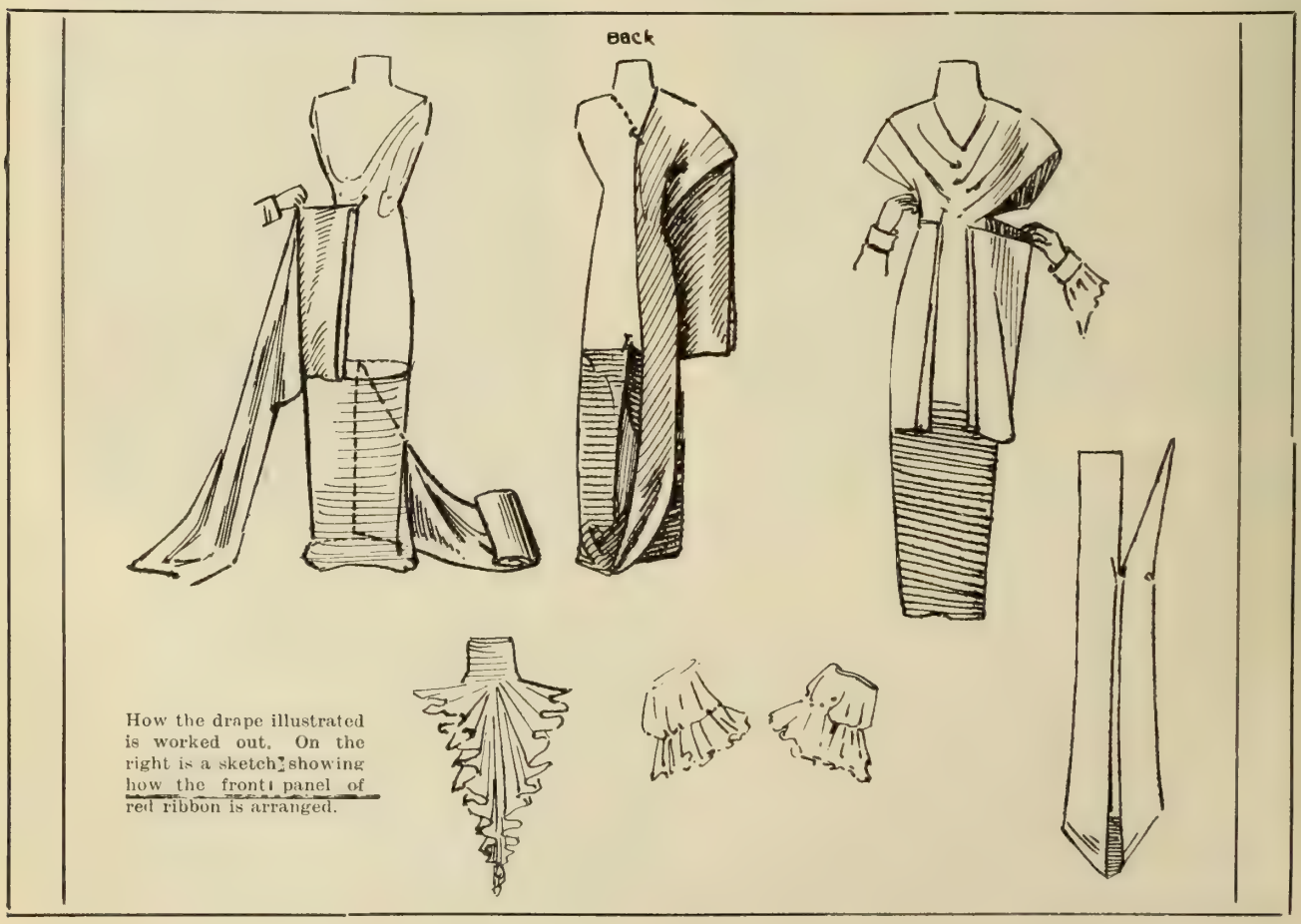
Instructive Show Card Talks

A very helpful talk on show cards by G. Wallace Hess, Chicago, gave the members much useful information relative to most satisfactory materials, where and how to buy them, the mixing of colors and the adaptability of different styles of cards and alphabets. Mr. Hess expressed opinion that the small card promises to become popular. It is neat, is sufficienty large to convey a definite message and can always be placed to advantage. At intervals in the convention Mr. Hess gave informal talks and demonstrations, answering many questions, clearing up problems and giving advice that was greatly appreciated.

* * *

An Educative Evening

An illustrated talk by Mr. Koerber Thursday evening was attended by over one hundred people, including many of the Toronto trimmers who could not be present during the day. The views shown by Mr. Koerber were those of windows and interior dis-



How the drape illustrated is worked out. On the right is a sketch showing how the front panel of red ribbon is arranged.

plays in the store of Strawbridge & Clothier, Philadelphia. The majority of the views were done in actual colorings and were thus all the more interesting since they suggested many very effective treatments. The lecture was one that demonstrated the importance attached to artistic, though practical, display in a large store and the significance of special occasions, such as the bridal month, the Christmas season, Thanksgiving, etc., to the window trimmer. Elaborate interior displays were shown, but in each one some practical idea impressed itself as adaptable to the small store. The desirability of broken lines in the grouping of merchandise was emphasized as well as the necessity that every article in a window have a position that does it justice. The theory that frequent changes of background are essential was

(Continued on page 130)



A prize airbrush card entered by R. T. D. Edwards, Simpson Co., Toronto. The card is in white, on a grey board, letters being shaded by freehand airbrushing.

REPRESENTATIVES OF MANUFACTURERS AT CONVENTION.

E. G. Clatworthy, Clatworthy & Son, Toronto; B. G. Dye, Dybros Specialty Co., Toronto; W. J. Chapman, A. S. Richardson Co., Toronto; Thos. Dale, Dale & Pearsall, Toronto; D. R. Mawerson, J. R. Palmenberg's Sons, New York; E. C. Gipe, Gipe Hazard Store Service Co., Toronto; T. G. Moser, Taylor Mfg. Co., Hamilton; R. B. McDonald, Canadian Fibre Wood & Mfg. Co., Toronto; E. Boucher, The Canadian Flower & Feather Co., Montreal; M. Lange, Germania Papyras Stucco Co., Montreal; Austin J. Hills, Curtis-Ledger Fixture Co., Chicago; L. B. VanHorn, National Cash Register Co., Dayton, Ohio.



As an Inaugural Greeting to Canadian Merchants We Offer Our Latest Origination

The "Panier" Drape

The latest idea in a Draping Form.
Simple, but dignified and attractive.

We ask the readers of DRY GOODS REVIEW to watch our advertisements closely, as we shall present from time to time something new in the art of Window Display, and thereby substantiate our claim of being the creators of the latest and most attractive display features. We have also a large assortment of new designs in Suit and Shirtwaist Forms. Our line of Ladies', Men's, Misses' and Children's Display Forms is unsurpassed.

WRITE FOR OUR NEW CATALOGUE.

Model Form Company

Makers of Display, Dressmakers' and Manufacturers' Forms.

554 Jackson Boulevard - Chicago

Our designer in the past 14 years has originated practically all of the new papier mache draping forms that have met with success on the market. This new Papier Draping Form gives you some idea of the originality and up-to-dateness of our ideas. By watching our advertisements and getting all our literature, you can be the first in your town to show the new styles on forms designed for them. The new fashions call for ankle-length Panier skirts. Notice how our form is designed with attractive ankles to produce this effect. You have the added advantage of being able to show gauze silk hose and new shoe styles.





House Furnishings

Suggestion as a selling factor can be made to play a more important part in the housefurnishings section of a store than in any other department.

Oriental rugs and the small merchant — What amount of stock is it safe for him to carry — Rugs as wedding or Christmas favors — Hand-tufted Axminsters — Very rich samples now being shown on Canadian market — Demonstration in the wall paper department — Season in which demand for better goods creates an opportunity for the department

TO what extent is it possible for the average housefurnishings department to carry genuine Oriental rugs? This question is suggested by the fact that in the West, as well as in some parts of the older provinces, the demand is said to be improving for the real article. This is probably explained by the increasing wealth of many of the more thriving centres. Importers do not deny that manufacturers have been very successful in reproducing Eastern designs, but they declare that the class of people accustomed to the genuine and who have not been deceived in their purchases, will not very readily revise their opinion in favor of the machine-made rug. The influence, therefore, is that the amount of stock that a merchant can safely carry will depend entirely upon the number of wealthy residents in his town or city and the methods employed in advertising.

The great objection that the comparatively small dealer has had to investment in stock of this kind is that it runs quickly into a considerable amount of money and that competition with large stores carrying all the way from $50,000 to $100,000 worth of Orientals is out of the question. The large buyer, they point out, goes to the Orient and makes selections which he knows will sell. With the improved methods of distribution, however, this objection loses some of its force. There are local merchants who might find it impossible to carry from $3,000 to $10,000 in Orientals and by stocking only those designs, such as Kazaks or Kermanshahs, which have known reputations as good sellers, should be able to turn over their investments rapidly.

At this season of the year when new shipments are arriving and when the demand for higher-class housefurnishings follows the return of wealthy citizens from their Summer homes, the opportunity exists for some good merchandising. It is a department in which it should be possible to work to advantage a choice selection of rugs and an exclusive mailing list.

Once the local merchant establishes a reputation as an authority on Orientals he may assure himself that the wealthier people of his community will give him opportunities. An Oriental booth with rugs for wall hangings, and display of brass articles has been found to be a good opening feature for the housefurnishing section. The Oriental rug is also regarded as a suitable wedding or Christmas gift, and in any list that may be published as a suggestion the merchant should bear this fact in mind.

Hand Tufted Axminsters

Not only in the growing demand for Orientals, but in the extent to which the more expensive lines of well-known makes are being featured, is the development in the direction of higher price standards evident. Merchants there are who would be inclined to gasp on hearing that there are now on the market sample pieces of the real hand-tufted Axminster made to retail at from $60 to $70 a square yard. These luxurious floor coverings are the most superb of their class, having as many as 100 knots to the square inch. There is practically no wear out to one of these carpets. One recently returned to the factory for

WALL PAPER

THE

WATSON-FOSTER LINE

FOR

1913

is proving itself the Company's

GREATEST SUCCESS

in it the decorator and dealer alike will find theirs.

If thoughtful originality in design and coloring, "all along the line," and the attraction of clever, practical novelties, counts for anything, then there will be a new interest and profit to those who stock it.

—If not yet called upon
you surely will be—

The Watson-Foster Co., Ltd., Montreal

slight repairs had been in use for more than 150 years. They are in one-piece, the yarn of pure wool, the back of selected jute, and the pile in a new carpet is upwards of one-inch in depth. A skilled workman will finish about 18 square inches of such a carpet in one week. In making a hand-tufted Axminster the weavers are stationed in a row, and beginning upon one end of the carpet work in unison towards the other, introducing the necessary colors and designs as they go. It is an industry in which some families have been employed for centuries, and such is their inherent delicacy of touch that in inspecting a completed carpet they can, by running their fingers over the pile tell immediately whether the tuft or knot has been properly tied. The genuine hand-tufted Axminster has been selected as a royal gift on more than one occasion. A manufacturer's agent recently exhibited a portion of a rug presented in 1862 by King Edward to Queen Alexandra as a wedding gift. The carpet had been returned to the factory for re-matching, and this piece was removed. Some of these carpets are of enormous size, and many are woven with family crests or other special designs. Thus an Axminster for Lord Cawdray had a heraldic device in the centre measuring nine feet by 6 feet, 6 inches.

In the average hand-tufted rug sold at retail the knots to the inch number only from one-tenth to one-fifth of those used in the very expensive variety, and prices range from $10 to $15 a square yard. A considerable volume of these floor coverings are now sold in Canada by exclusive departments.

Makes Sales by Suggestion

The wall paper and drapery departments should now be in a position to look after the very profitable amount of trade which follows the close of the Summer season. This is business which is very often of a better class than that which marks the earlier part of the year, since it comes from wealthier people who undertake interior changes on their return from the season's outing. It is an opportunity for the department to demonstrate the very latest ideas. Not every store can afford space for a furnished room, and there are other methods which prove quite as effective.

A good suggestion comes from a merchant in a town of 5,000 people. He states:—"For some time I puzzled my head trying to arrive at a plan whereby I could give customers finished suggestions in wall treatment. I had no space for a furnished room and would not have been able to fit it up entirely from my stock, but I took particular pride in my wall papers and was satisfied that it would pay me to specialize in them. Finally, I decided to rig up a rack on the same plan as those used in carpets, resembling a gigantic book. On this rack I arranged a number of panels, each about six feet high and four feet wide. Each panel represented a different treatment in wall covering, including parlors, dens, dining rooms and bedrooms. I had as many as forty different designs worked out on that rack and when a customer wanted to see a plate-rail suggestion I merely placed the required design of rail in position on two supports which were fastened to each panel. A piece of china, or brass or a picture could thus be placed on the piece of rail and there was your completed effect. That wall paper rack has made many sales for me. To run a wall paper department properly one has to make suggestions. The ordinary display easels are all right if you wish to work out some different ideas, or show an assortment of color effects, but it is hard to demonstrate the completed wall in that way. I found too, that, when people saw a suggestion that pleased them, they did not hesitate so much at the price. The idea can be applied in different ways. I have noticed that the large city departments have panels, some of them considerably larger, placed in the aisles where most people come and go, and there are also suggestions arranged on the walls. But where space is limited, give me the rack and plenty of light."

IMPORTED AXMINSTER RUGS and MATS

SEAMLESS IMITATION ORIENTAL RUGS and MATS

Floor Coverings With Appearance and With Wear

We are the Canadian agents for Hermann Patz, Oelsnitz, Saxony and for Sachsische Kunstweberei Claviez, Adorf, Saxony.

Our seamless imitation Oriental rugs are of the oldest designs and come in seamless up to 16 ft.

Send for color cards.

OTTO T. E. VEIT & CO., Importers and Commissioners
Showrooms: 726 Empire Bldg., 64 Wellington St. West, Toronto
PHONE MAIN 2592

Please mention The Review to Advertisers and Their Travelers.

The Celebrated

'SKELDON' BLANKET

ALL PURE WOOL

Made in Ayrshire, Scotland, on "Ye Banks an' Braes o' Bonnie Doon," and Washed in its Pure and Classic Waters.

KNOWN and APPRECIATED, the WORLD over.

SCOTCH FOLK will be glad to get them.

A Supply of REAL HIGHLAND HEATHER sent by Makers with Goods. A Sprig may be given with Blankets to each Customer.

WHOLESALE AGENTS
A. WRIGHT & CO., 7 Sylvester Willson Bldg., Winnipeg
JAS. GROIL, St. Nicholas Bldg., Montreal

MAKERS
MILLER & PORTEOUS, Limited
Skeldon Mills
HOLLYBUSH, AYRSHIRE, SCOTLAND

Best Display Racks

You will say the same

WM. J. GIDDINGS FRANK A. STEELE.

Giddings & Steele,
Exclusively Carpets, Rugs, and Floor Coverings,
813 Pennsylvania Avenue.
PHONE, MAIN 124
Washington, D. C. March 15, 1905.

Mr. John H. Best,
Galva, Ill.

Dear Sir:-

Our second order for two Best Rug Racks, has arrived in less time than promised, and is in operation.

We are firmly convinced that your system of showing rugs is superior to any other modern device now in use. Our first order was in a measure experimental on our part. So satisfying has it been that a case of necessity obliged us to install two others.

Your racks are all and more than you claim.

A practical demonstration proves "seeing is believing."

We are

Yours truly,
GIDDINGS & STEELE,
F. A. Steele

Oriental Rugs

TO THE TRADE

The increasing demand and public education for genuine Oriental Rugs makes it almost necessary now for every housefurnishing, carpet and dry goods store to carry a stock of them. The fine new residences being built in all parts of Canada require fine Oriental Rugs, and if the dealers do not carry them the customers are sure to go to other larger cities to get them.

I always have a very large and complete stock of all sorts of genuine Oriental Rugs from

SMYRNA—PERSIA—CAUCASSIA
EAST INDIA AND TURKEY

For immediate delivery and import orders are taken now for fall delivery.

My 16 years' experience in Canada, as well as my exceptional buying facilities in the Eastern markets, enables me to offer the finest productions of Oriental hand-looms at the lowest wholesale prices.

Mail orders always given my personal attention.

Levon Babayan

Importer and Manufacturer

77 Bay Street, Toronto

Constantinople, Smyrna, Tiflis, London



If you use the

"BEST" RUG RACK

It is the unanimous decision everywhere that the Best Rug DISPLAY RACK is used that IT IS THE MOST PRACTICAL MODERN DEVICE FOR SHOWING RUGS easily and quickly and with the minimum amount of labor for the salesman, and wear on the rugs.

The Best Rug Display Rack can be easily installed on your own floor without the least damage to ceiling and wall.

Can you afford to be without one or more?

Ask for Illustrated Catalogues—They're Guides to Increased Rug Sales.

JOHN H. BEST

235 South Exchange Street
Galva, Illinois

Also Builders of Linoleum, Comfort, Blanket, Lace Curtain, Drapery and Portiere Display Racks

"Goods Well Displayed Are Half Sold."

WALL PAPERS

"A Straight Line is the shortest distance between two points."

The Staunton Line of Wall Papers for 1913 is the Wall Paper Dealer's shortest route to wealth.

Therefore:---

"Wait for the Man from Stauntons"

He will be with you soon.

STAUNTONS Limited

WALL PAPER MANUFACTURERS

941 Yonge Street
TORONTO

DOWN COMFORTERS



Genuine quality, with no adulteration and no nonsense. We know the trade through and through in regard to its needs, and have spared no pains or expense to insure the best selling lines. If you want to give absolute satisfaction in Pillows and Comforters this is where you get it.

Toronto Feather Down Co., Ltd.

"Where the reliable goods come from"

35 Britain Street - - Toronto

Montreal Agents:
J. F. Hughes & Co., Merchants Bank Building, Montreal

The Quilt Reliable

THE "DEARDEN"

You can increase the earning capacity of your house furnishing department by handling the "Dearden" quilts.

The quilt season is here, and the quilt sales will in all probability double those of previous years, providing, of course, the weather man's predictions are correct.

If you are prepared for an increase you are sure to get it, but if you neglect your stock, the harvest will pass without your participating. "Dearden" quilts have the reputation, and are money makers.

See the 1912-13 range now. Make ready for business.

SOLE CANADIAN AGENT:—

R. H. COSBIE, - - TORONTO

JONATHAN DEARDEN & CO., LIMITED

11 and 13 Bridgewater Place, MANCHESTER **Mills: BOLTON, LANCS.**



"Woollvena"

PURE DOWN QUILTS

COVER THE WHOLE WORLD.

There are lower priced quilts made, but low price invariably means the sacrifice of quality. There is nothing so reliable, nothing QUITE SO GOOD in value as the "Woollvena" Pure Down Quilt. In considering price only, there is a point you reach where reliability ceases to exist. Is it worth while to take the risk of losing customers by offering low priced unreliable goods, that can only bring you trouble & upset your clients?

"Woollvena" Pure Down Quilts are absolutely reliable and have stood the test of nine years keen competition. To-day they are the most popular down quilts on the Market, and are sold all over the world. Are you sharing in the success. If not write at once for illustrated catalogue to RUSSELL and WOOLLVEN

28/30 Christopher St. Finsbury Sq. E.C.

AND DO IT NOW.

Agent for Canada, Mr. Fraser, 232. Central Avenue, London, Ontario

FANCY GOODS NOTIONS & TOYS



Introduction of jet the new feature in trimmings — Buttons a strong feature — Braids more freely used — Evening trimmings are of braids or metal — Floral garnitures selling freely — Indications of interest in corsage bouquets and floral sprays when season opens.

BUTTONS are in high favor; in fact the new coats have buttons as their exclusive trimming, and all suits show lines of buttons as one of their chief trimming features. The buttons used are either covered, or are of horn or galalith or kindred material and match either the cloth or where the fabric is two-tone or there are touches of bright color introduced, the buttons are to match. Thus, buttons may show a striped centre or rim in black and white, cerise and black or tan and black or the centre may be wholly of the relief color.

Fancy buttons are shown in infinite variety. High-class novelties are in rhinestone and mock jewels. Cut crystal buttons come in all sizes and many shapes and combinations, and run from tiny trimming buttons to those of large size.

Cabochons, frogs and simulated buttonholes are much used. Many of these are of satin over a heavy cord piping. It cannot be said that fringes constitute a very special fashion feature, save in the case of ball effects. Ball fringes are selling in crochet and passementerie and also in heavy Venise and guipure balls and drops.

Revival of Braids

With broadcloth coming back into favor, the outlook for braids becomes more favorable. Now that more trimmed suits are appearing, braid is being used to some extent. There is a revival of soutache and soutache braided on a net ground is being used for cuffs and collars. Many suits are bound with silk braid. Other suits have touches of braid as trimming and cords and frogs form the fastening in front.

Metal effects are strong and many band trimmings in lace-like effect in steel, dull silver and antique gold are shown. These metal trimmings combine most effectively with velvet. For trimming silk gowns, jet ornaments are being featured. Paris has introduced this as a novelty, and it has been rapidly taken up as it is in line with the lovely bands and trimmings made of beads. Bands of crystal beads with the pattern worked out in crystal and jet or of beads in the natural flower tints are to have a strong vogue during the season now opening.

Another trimming that is selling are the floral garnitures made of chiffon, light silk, or metallic net or cloth and the preference seems to be for the narrower effects. Made flowers of all descriptions are very fashionable. Pretty sprays are used on neckwear and on dressy gowns, and the early Winter promises to see a revival of the fashion of wearing a corsage bouquet of hand-made flowers.

Demand for Leather Belts

Belt manufacturers are jubilant over their sales of leather belts, coming as it has done after a period when belts were so little worn. The demand is still for patents but shows some signs of extending later to other leathers, and there is talk of girdles and folded sash effects. Patent leather belts are being put on dresses and suits for Fall and there is every sign of a continuation of present conditions.



Novelties in hair ornaments. On the left, jet bandeaux holding osprey of spun glass. On right, hair ornament of shell pin, spun glass osprey, and handsome rhine stone ornament. Shown by R. W. R. Cowie, Toronto, agent for Burnet & Temple.



THE ODORLESS

Double Covered

DRESS SHIELD

In planning Fall business you should try to be as safe on dress shields as on dress goods.

Good dress shields are more than just good wearing articles.

On the dress shield depends the wear of garments representing important investments of time and money.

The Odorless OMO is guaranteed.

It is the dress shield that shields against discomfort and damage.

The Odorless OMO is impervious, soft, smooth, light, comfortable and perfect fitting.

If you have never sold OMO Dress Shields before, you will find them more easy to sell than any you may have been selling for years.

Women know the Odorless OMO by the reputation and advertising.

Write for samples and prices.

OMO Infants' Pants, Bibs and Nursery Sheeting are as famous.

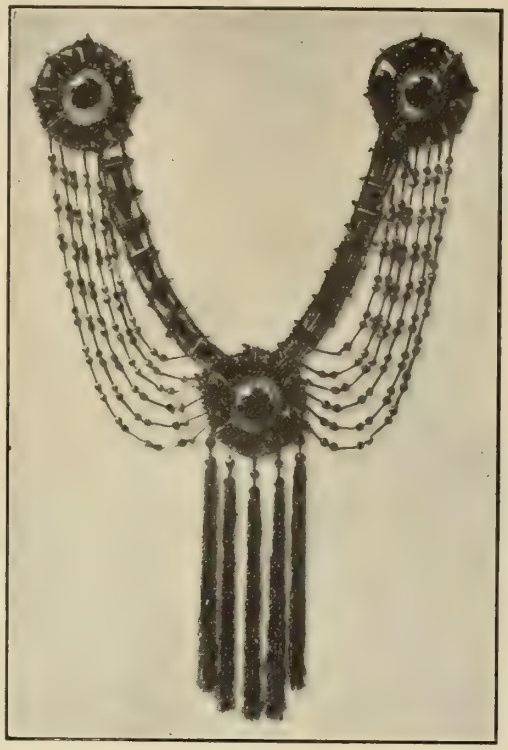
IMPERVIOUS HYGIENIC MOISTURE PROOF

The OMO Manufacturing Co.

MIDDLETOWN, CONNECTICUT

MAKERS OF
Quality Goods

DE GRAFF & PALMER
Selling Agents
222 4th Avenue NEW YORK
115 South Dearborn St., CHICAGO
38 Sansome St., San Francisco, Cal.



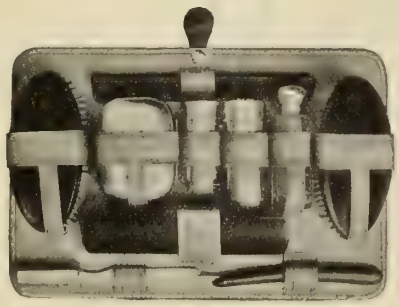
The latest trimming novelty is jet. This is a handsome jet lavalliere. Shown by Sanderson's, Ltd., Toronto.

Fall Novelties in Veilings

Interest centres in Shetlands — Silk-run florals and scrolls in black and black and white — Fancy meshes, with cluster dots

Slowly but surely the outlook for veilings is improving, but it is largely by the constant showing of novelties that present business is being done. In spite of the run, white Shetlands have had, their vogue is strong, the new things in this line being the craquelle and double mesh. These veilings are to sell well on into the Fall and novelties are showing in a wide assortment. The high novelty, however, is the shadow Shetland in black. They come in florals and scrolls and many patterns are outlined with a silk thread. Black and white Shetlands are showing particularly floral effects on fancy mesh backgrounds.

Now that veilings are receiving more attention, manufacturers are putting out extensive and attractive mesh novelties with chenille dots. The very small cluster patterns are those most favored, and novelties showing chenille and velvet dots combined are new.

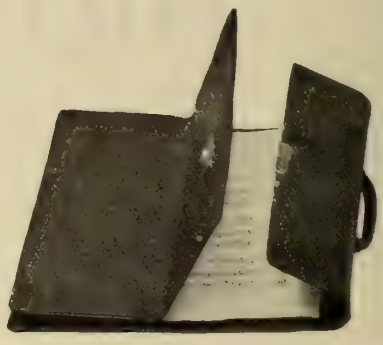


"Julian Sale"

Leather Goods

FOR THE

Christmas Trade



"Julian Sale" goods are easy to sell because they have been advertised so extensively.



Photograph Frames in plain Morocco and Velvet Grains to retail 25c to 50c.

Catalogue No. 29 will be ready for mailing in October, larger and finer than ever. Are you on our mailing list?

The Julian Sale Leather Goods Company, Limited

105 King Street West, TORONTO

TUCK'S

Novel and Original Designs for Satisfaction-giving and Profit-making



CHRISTMAS and NEW YEAR CARDS
CHRISTMAS LETTERS
CHRISTMAS and NEW YEAR POST CARDS
CALENDARS
CHRISTMAS GIFT SEALS
TAGS and HOLLY CARDS
PERSONAL GREETING CARDS and LETTERS
OCCASION POST CARDS
BIRTHDAY CARDS and POST CARDS
TOY BOOKS, GIFT BOOKS,
PAINTING BOOKS,
JUVENILE BOOKS, BABY BOOKS,
WEDDING BOOKS,
BIRTHDAY BOOKS,
TOYS and DOLLS OF PAPER

WRITE FOR CATALOGUE

RAPHAEL TUCK & SONS CO., LTD.

9-17 St. Antoine St., MONTREAL

LONDON PARIS BERLIN NEW YORK

What the House of Bags has to Show in New Creations



NEW AUTOMOBILE BAGS

Parisian Ivory Fittings

A Large Line, with or without Search Light Attachment.

Made in Various Leathers and Colors. Black Predominating.

Just One Example out of the Many

NEW VANITY BAGS

with Novelty Handles

ALSO NEW LIMOUSINE CASES

Our Search Light Novelty is a Sensation in Bag Making.

A LARGE AND INTERESTING LINE OF MUSIC ROLLS AND FOLIOS.
LAWYER'S BRIEF AND CATALOGUE CASES.

P. W. Lambert & Co. (64-66 Lispenard St.) **New York, N. Y.**

Originators and Manufacturers of Novelties in Leather Bags, Folios, etc.



Now Ready To Fill Orders

WE have re-opened with new machines and offer an entirely new assortment of shades.

Write for our Shade Cards and Prices.

Specialty of yards and ounce goods, also Spun Silk in every shade.

ORIENTAL SILK CO.

52 Nazareth St. - MONTREAL



You're the Judge

of the goods you buy and a wise man will use his best judgment, although the wisest of men are never above taking a suggestion.

Let us suggest that you see

LIDDELL'S
GOLD MEDAL
LINENS

before placing your 1913 order.

This range is as ever, up to the mark in quality, style, finish and assortment.

Send for "Liddell's" illustrated price list.

See the "Liddell" range early.

R. H. COSBIE

30 WEST WELLINGTON ST., TORONTO

Naiad Dress Shields is a staple that draws custom and makes money for the Dry Goods Merchants.



UNSEEN—NAIAD PROTECTS

NAIAD DRESS SHIELDS

is a superior shield, and yet retails no higher than inferior makes—

Every pair of Naiad Shields is guaranteed.

In a day when there is so much talk about sanitary and hygienic methods, you have in the Naiad the most sanitary shield made.

Naiad can be sterilized in boiling water—the only way to kill germs.

The dry goods merchant who watches for the best trade will stock up this Fall in Naiads.

SAMPLE BOOK FREE.

Wrinch, McLaren & Co.

Sole Canadian Manufacturers

77 Wellington Street West, Toronto

HAIR GOODS

that you can sell with Pride

PALMER'S

Made from the best quality Human Hair—will give your customers complete satisfaction and pay **you** a good Profit.



HAIR SWITCHES

especially are now in big demand, and the

NEW CHATELAINE BRAID

is a great favorite.

Buy Palmer Made Hair Goods

and have satisfied customers.

All the new Coiffures, as well as a wide variety of the staple lines.

PUFFS and BRAIDS

at all prices, from $6.00 to $36.00 per dozen.

WAVY HAIR SWITCHES

From 18 to 28 inches long, $7.20 up to $24.00 per doz.

Look To The Future

You can build up a profitable business on a permanent basis by **selling good Hair Goods.**

Palmer's Hair Goods give 100 per cent. satisfaction and a quick turnover.

Write for a sample assortment.

J. PALMER & SON, Limited

5 & 7 DeBRESOLES ST., MONTREAL

BUY

Kleinert's

SHUR-ON HOSE SUPPORTERS

for Women and Children

PATENTED
DEC. 1900

Factory
Liberty Ave and Warwick St.
Brooklyn, N.Y.

New York Office
438 BROADWAY

EMBROIDERED
Pillow Shams
Dresser Scarfs
Centre Pieces
Cushion Slips
Laundry Bags
Doilies

The Leading Embroidery Works
ESTABLISHED 1866
L. & M. DRUCKERMAN PROP'S.

EMBROIDERED
Lambrequins
Pillow Cases
Towels
Bed Sets
Kimonas
Aprons

WISE BUYERS Use our embroidered novelties to put new life and profit in their department. **DO YOU?**

INCREASE YOUR SALARY

Do you wish to make from $10.00 to $50.00 in addition to your present monthly income?
By devoting your spare hours to our work you can easily do so.
We have hundreds of energetic young men throughout Canada making big money taking subscriptions for MacLean's Magazine.
Many of these commission men join our regular sales force at a high salary.
You can secure a position in your town which will enable you to earn a good salary and put you on the road to success.

Write Now For Particulars.

MACLEAN PUBLISHING CO., Limited, 143-149 University Ave., Toronto, Ont.

Buyers' Guide

PROFITABLE LINES

for your Notion Department—Collar Pins, Beauty Pins, Ladies' Cuff Links, Bead Necklaces and Ear-rings to retail at popular prices. Write to-day for samples.

R. A. PHILLIPS

The Notion and Jewelry House

77 YORK STREET, TORONTO

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN'S, HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

Condensed Advertisements

An advertisement under this heading will cost you two (2) cents a word for first insertion and one (1) cent a word for subsequent insertions, and your advertisement will go to 5,000 merchants each month

AGENCIES WANTED

AGENCIES WANTED — FOR MANITOBA, Saskatchewan and Alberta. Specialty lines to the retail dry goods trade. Address J. R. GALBRAITH, P.O. Box 765, Winnipeg. (tf)

AGENT WANTED

DRESS GOODS—GOOD AGENT WANTED for Canadian trade by an important Roubaix firm. Commission basis. Must have good connections amongst wholesale and large retail firms. Address F. O. B., Poste Restante, Roubaix, France.

POSITION WANTED

A MEN'S WEAR SALESMAN, MANAGER, buyer and window trimmer, thoroughly experienced in every branch of the men's wear business, is looking for an opportunity with a first-class firm, where honesty, ability, and character will be appreciated. Box 10, Dry Goods Review, Toronto .

SITUATION VACANT

SALESMAN WANTED — TO CARRY AS A side line a legitimate and good selling article. Good commission. See advertisement page 99 of this issue. The Oscar Onken Co., Cincinnati, Ohio.

PRINTING

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

MISCELLANEOUS

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson Co., Limited, Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating and Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

FIRE BUCKET TANKS AND OILY WASTE Cans cost little and soon pay for their cost in reduced insurance rates. Large reductions result from the installation of Fireproof Windows, Doors and Skylights. We are specialists in these lines and can quote you a close price consistent with really fireproof goods. A. B. ORMSBY, Ltd., Toronto and Winnipeg. nov12

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

ELLIOTT-FISHER STANDARD WRITING-Adding Machines make toil easier. Elliott-Fisher, Limited 513 No. 83 Craig St. W., Montreal, and Room 314, Stair Building, Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, Sole Agents for Canada.

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge Street, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00, and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide Street West, Toronto, Canada. (tf)

Living Up to Reputation

,The D. J. Donohue Co., in Missoula, Mont., recently held a sale of towels, which met with extraordinary success. Along toward evening of the day on which the sale was held they found out that a certain line of linen towels, of which 200 dozen were sold, would break just as soon as they touched the water, indicating that too much lye was used in the bleachery. Upon this discovery the goods were immediately taken off sale, and the following advertisement was published in large space in several newspapers:

"AN EXPLANATION ABOUT OUR RECENT TOWEL SALE."

"On Wednesday of this week we held a sale of linen huck towels for 10c each.

"We put them on sale in perfectly good faith, believing that we were offering to you a *rare and genuine bargain.* Nearly 200 dozens of these towels were sold, but we have had so many complaints regarding same that we are anxious to have every towel sold returned to the store.

"The complaint is that these towels break just as soon as they touch the water, which indicates that too much lye was used in the bleachery.

"It is not our policy to sell bad merchandise, so, in justice to ourselves and our customers, it will be a favor to return them *and have your money refunded.*"

Some merchants undoubtedly would consider this a bad move; but the results therefrom acted so much in favor of the advertiser that it not only proved to be a good move from the standpoint of honesty, but actually resulted in immediate increased sales in other departments.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

DISCUSSING the possibility of a higher price standard in retailing men's neckwear, a Western merchant who is now East on a buying trip states that the prices asked by Toronto merchants are hard to understand. He went into a Yonge street store and there bought for 25 cents a bengaline tie which he retails regularly for seventy-five cents at home, and for which he pays a price higher than that at which the Toronto retailer sells it. His only conclusion is that the high cost of living has yet to hit the Eastern neckwear trade.

* * *

For their opening display of men's and boys' clothing the T. Eaton Co., Toronto, used a very simple background of white felt framed and paneled in mahogany effect. Sprays of Autumn leaves were used to relieve any suggestion of plainness. The display was very effective, and went to demonstrate that it is hardly necessary to have elaborate or over-expensive backgrounds for the opening season.

* * *

A merchant who spends $50,000 a year for advertising states that one point he has learned is the fallacy of any idea that the people will never know when they are getting their money's worth. He states:—"Don't try to fool your customers by selling them a dollar shirt for 98 cents and advertising it as '$1.50 value' or 'worth $1.50.' The store across the street may sell the shirt at $1 right along, and people will find out that their regular dollar shirt is as good as your so-called $1.50 values. They will beat you to it. You don't want to overlook the fact that people nowadays are trying to get their money's worth."

* * *

A successful men's wear dealer who was asked what factor he credited with the greatest measure of his business prosperity, replied:—"The constant hustle to beat the previous year has probably done more for us than all of the other things put together. Our accountant prepares monthly statements which show us exactly the present proportion of expense in proportion to sales and he also gives us the statistics for the same month in the two preceding years. That report is our inspiration, and it also puts ginger into every member of the sales force. But we do not allow it to suggest a niggardly policy towards our help. We treat our boys well; they are probably better paid than any others in the business in our city. It pays to encourage them and to demonstrate in a practical way that you appreciate their work. Those boys are therefore, as enthusiastic about that report sheet as are the heads of the business. That's one reason why every month's record is better than that of the year before, and its the secret of our success."

* * *

Now is the time for men's wear merchants to consider what extra lines they can carry to advantage for the approaching holiday or gift season. Not only is there a great variety of articles in leather, such as cigar cases, wallets, fancy bags, dressing and other cases, but there are many articles such as a young man might select for presentation to a lady friend which it might be well to consider. From New York comes the report that bath robes and slippers to match are now shown in a variety of designs, and packed in an attractive way for the holiday trade. A novelty that can be carried to advantage by a furnishing store or department is a house or traveling slipper in a leather case. Neckwear, handkerchiefs, hosiery, suspenders, garters, belts, jewelry and innumerable other accessories separate and in combinations are now being offered, and the time is not far off when displays, suggestive and advertising will be in order.

* * *

New lines of Spring shirtings show that stripes are again to be the vogue, only with a wider range

THE WEST POINT COLLAR

The Correct Model for This Fall and Winter

This collar is the most scientifically designed collar ever produced, and will give the same easy tie space in all sizes from 13 to 17. It sets in close to the neck, yet fits easily over the neck-band.

Our Fall advertising in the leading dailies from coast to coast will create a demand that you should be ready to supply.

If you have not already stocked "West Point," order a dozen in your own size and prove its merits.

Stocked at Berlin, Ont., and Winnipeg, Man.

THE WILLIAMS, GREENE & ROME CO., LTD.

BERLIN, ONTARIO

Factories at Berlin, Waterloo and Hanover



of colorings and in some cases, small figures introduced. It is evident also that manufacturers are giving greater attention to the opportunities for better price standards which are being opened to retailers by the increasing demand for fine materials. Mercerized cloths, silk mixtures and silks have now a larger representation, with madras and percales, of course, leading. All patterns being on the neat inconspicuous order. It is evident that the trade is shaping in the direction of an emphasis on quality of fabric rather than any marked change in design and this tendency should certainly mean greater profits for the shirt department.

* * *

The Simpson Co., Toronto, recently featured a "dollar" day in men's furnishings. Men's negligees, English flannelette pyjamas, work shirts, boys' pure wool jerseys were among the lines offered.

* * *

Scroggie's, Limited, Montreal, are using in their advertisement, a small panel about two by three inches, called a bargain centre, in which they feature each day a special value. The panel is in the form of a cut with mortised centre in which the matter may be changed each day. The white lettering on the black ground of the cut reads: "Bargain centre, first floor up, main entrance."

Plate Glass Windows on Hinges

In some European cities, especially those in which there is a large transient trade, merchants still adhere to the bazaar idea in the arrangement and use of their display windows. Thus, in Carlsbad, Bohemia, a city noted for its hot mineral springs, which, between April and October, are visited by thousands of people, practically all of the plate glass windows, many of them of enormous size, are on hinges, so that goods may be reached from the front as well as the rear of the display spaces.

The Canadian retailer is little inclined to sell articles out of the windows. He prefers that they shall attract people into the store. Besides, the Canadian shopper at home desires a certain amount of privacy in making selections. Carlsbad merchants evidently believe in direct window salesmanship. Their space, being limited, is also probably more valuable, and it is most important that their stocks, which have the tourist trade largely in view, be turned over quickly during the busy season. When articles attract attention the merchant cultivates the prospective customer there and then, or when a customer, on entering a store, desires to inspect certain goods closely they can often be more easily reached from the front than from the rear.

When a person makes a purchase in a Carlsbad shop, the article is not wrapped in a sheet of paper,

See The Deacon Line of Outing Shirts for Spring 1913

Our travelers are now on the road showing the most extensive range of Outing and Working Shirts we have ever shown.

Our Shirts are distinctive—different from any offered elsewhere.

Our prices are low for qualities offered, because we are large importers and making a Specialty of Outing and Working Shirts.

We offer

Wool Taffetas at .....$15.00 to $36.00 per dozen.
Pongees—plain and fancy at .....$ 9.00 to $15.00 per dozen.
Silk—plain and fancy at .....$24.00 to $36.00 per dozen.
Soisettes, Ceylon Flannels, Zephyrs, Chambrays, Oxfords, Sateens, Serges, Drills, etc., etc.

Our line includes a large range for Boys and Youths.

Made with Reversible or Separate Lounge Collars.

THE DEACON SHIRT CO., Belleville, Ont.

but is placed in a strong tissue paper bag with a cord which draws the top together.

An Argument for Cash

Andrew McGee, Back Bay, N.B. is running his business on a cash basis, and he frequently devotes his advertising space to an argument against credit and in favor of cash. Recently in an advertisement about five inches square, at the top of the page, he used the following practical little talk:—"Paying Cash Pays. Running an account is very convenient at times, we readily admit; but you must have observed that when you run an account you are very apt to buy many things you would go without if you were paying cash—things no doubt you could easily dispense with, without injury to yourself or family. And when those extra things come to be paid for, maybe you must then deprive yourself of other things that you actually need or at least go without them for a time. Now, "Paying Cash" enables you to save money. It's very easy to "Charge the Goods." It's not so easy to "Discharge the Debt." So for economy's sake "Pay Cash." Since we have adopted this Cash System we find it moving very satisfactory both to our customers and ourselves, your money will buy you "Better Goods and More of Them" than if we were making bad bills by reckless credit giving."

That merchants generally are alive to the advertising value of their display windows is evident from the increased interest in display methods. The convention of window trimmers will undoubtedly give great impetus to this department of store publicity.

Once again, a booster is a man who does all the good he can to all the people he can and does it as well as he can. There are people who do as little as they can with as much noise as possible, and who get away temporarily with the deception, but they're not boosters. They're always being discovered.

When a display of new goods or a special sale trim is being arranged in a window, and the blinds are drawn for the time being, it looks like good advertising to attract rather than suspend the interest of passersby. This can be done by placing between the curtain or screen and the glass, a neat card of sufficient size to be conspicuous, describing the display in a concise manner. Thus, for a whitewear sale, use a card with some such wording as this:—"This window is now being trimmed with dainty whitewear in values that are particularly attractive." By this idea a prospective customer who otherwise might never see the window or hear of the sale, may often become interested.

Wreyford & Co.

TORONTO

Wholesale Men's Furnishers

September 1st our travellers started out with Christmas Novelties and all new lines for Spring, 1913.

Young & Rochester's

Shirts, in English Oxfords, Scotch Zephyrs and fine Silk and Wool and Taffeta fabrics.

Latest Neckwear

House Coats

Tress & Co.'s

Celebrated Hats and Caps, select designs.

Cohen & Wilk's

Raincoats — Specialties, Thorobred, Homespuns and Reversible Fleece Polo Coats stocked in Toronto.

Athletic Underwear

in "I.X.L.," "Koola," "Aertex," and fine Lisle.



JUST RECEIVED

Scotch Wool Vests

at $3.50, $3.75, $5.00, $6.50.

Sleeves. $1.00 extra.

All Shades.

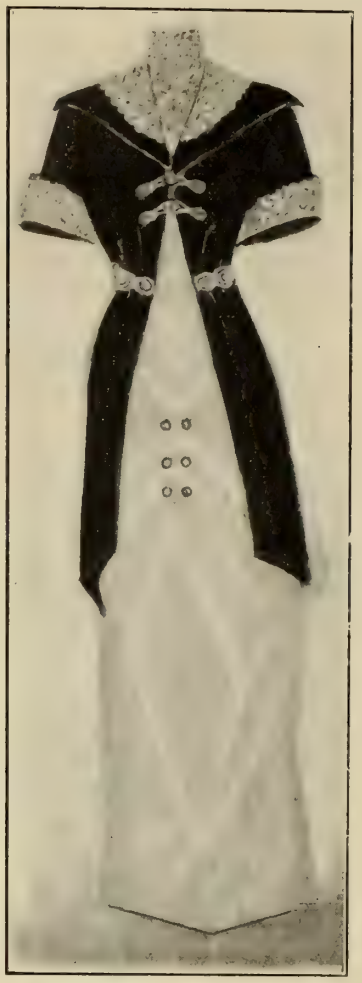
C. W. T. A. Convention

Continued from page 111.

exploded by Mr. Koerber, who showed grouping after grouping against a background of brocaded silk which had done duty for three years, care always being taken, of course, to recognize color harmony. Another remarkable fact about the windows illustrated was that the store referred to is in a very old building and almost every window was of a different size, some very irregular and unusually small. The displays were, however, clean-cut, practical and at the same time pleasing to the eye because of their balance and harmony. This was a feature which could not fail to appeal to the trimmer who claims that he is handicapped by reason of the size of his windows. The lecture included men's haberdashery, housefurnishings and ladies' garments.

DISCUSSED PLANS FOR 1913.

An informal dinner was held in the St. Charles cafe between six and eight o'clock Thursday evening. Some rapid fire speeches were made by President Hollinsworth, L. B. VanHorn, National Cash Register Co., Jerome A. Koerber, J. H. Ray, the Paquet Co., Quebec, H. Robinson, the McKay Co., Hamilton, J. L. Maude and others. The new president was toasted and in responding Mr. Hollinsworth assured the members that he would do everything in his power for the success of the next convention and the growth of the C. W. T. A. Plans for 1913 were discussed and necessity for the fullest co-operation of merchants and decorators emphasized.



A simple full-form drape demonstrated by Jerome A. Koerber. Materials are 7 yards white satin or surah and 7 yards of black silk, either surah or satin.



A prize-winning window by H. Robinson, for R. McKay & Co., Hamilton. The original idea of this display is the centre piece, which was a frame work about 8 feet by 5 feet, covered with green silk plush. This frame was placed about 2 feet from the background, and drawn tight from the sides of the frame to the background was plain black cloth. A wax figure with white dress was placed in this frame, raised about a foot from the floor, making a picture life-size, as it were, in a frame. Gilt lattice work with flowers and foliage was placed over the top. Bordered silks and millinery completed the display. Cost of window, $5.00.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

Alfred Burke, merchandise broker, Leominster, Mass., has been appointed selling agent for Armour & Co's. new line of horn hair pins.

L. Babayan, Toronto, wholesale dealer in oriental rugs, recently returned from a buying trip in the East. He states that the war with Italy and political unrest in Turkey is causing a curtailment in the production of rugs, many skilled workmen having been called away to war. He looks for an early advance in rug prices.

A new knitted goods factory has been established in Montreal under the name of The Perfectknit Mfg. Co. The proprietor is H. Bloomberg, formerly with the Knit-to-Fit Mfg. Co. They will manufacture high grade sweaters, sweater coats, jerseys, etc. The factory is located at 579 St. Paul street. F. J. Hutchings of Vancouver, B.C., is selling agent for the western provinces.

Henry J. Elliott, Louis A. David, George L. Alexander, Edward C Baker and Charles J. E. Charbonneau of Montreal, have been incorporated as Cais & Co., Ltd., to acquire and carry on the business of importing and general agency carried on by Cais & Co., in that city . The capital stock of the company is $99,000. The company will deal in gloves, hosiery, fancy dry goods, etc.

The Jack Morris Co., importers and commission agents, have opened offices and sample rooms at 87 Notre Dame street west, Montreal. They are showing an extensive line of fur accessories, including skulls, eyes, noses, claws, chains and allied trimmings. They also have an assortment of fur heads which, quite apart from their fur use, are effective for window displays.

LINENS FOR CHRISTMAS.

For the Christmas trade, "Old Bleach" linens, R. H. Cosbie, Toronto, selling agents, are showing a specially boxed line of table linens, table cloths and napkins. Individual and guest towels are also being featured.

SPECIAL QUILTS FOR CANADIAN MARKET.

Jonathan Dearden & Co., manufacturers of quilts, Manchester, England, are preparing to concentrate still further on the requirements of the Canadian market. They are now featuring a quilt which is extra light weight, comes in well designed Marseilles patterns and was made specially for the Canadian market. It answers a demand for a quilt that can be retailed at a popular price with a good margin of profit. This firm also submit prices on quilts of exclusive design.

Perrin Freres & Cie., have had to increase their warehouse room in Montreal. They have been occupying two floors in the Mark Fisher building, Victoria square, but this summer they were compelled to increase their space and are now occupying three floors, with a total area of about 15,000 square feet. They are now enabled to keep their stock in a more systematic manner. For instance, one floor is devoted to Radium hosiery and Kayser fabric gloves, another takes care of their leather gloves, and the third floor is used as a receiving distributing and shipping department.

W. E. H.





INTERCHANGEABLE DISPLAY FIXTURES.

The two simple and attractive drapes illustrated here were each made with one high telescoping stand and from one to three interchangeable attachments. The feature of these fixtures is that they consist of a number of different sized bases and stands which can be attached to a great variety of draping tops, "T" bars, hat rests, etc. The cut on the left shows a stand with an attachment in which there are two openings each with a narrow slit sawed clear through the wood so that in draping silks through it is caught in this slit. thus making it unnecessary to use any pins in the entire drape. This top can be used in many other ways for the showing of veilings, kid gloves, men's furnishings, etc.

The other cut shows the stand with a "T" cross bar and diamond-shaped atachment at end of each bar. These diamond-shaped attachments also have a small opeing in which the silk is slipped in such a way that the pressure will hold it, thus doing away with pins. This illustration shows an entirely new butterfly drape.

Standard fixtures can be fitted with adjustable cross arms and shelves in connection with other attachments in knit underwear units, a line that is very hard to show effectively, men's furnishings, hats, shirts, etc.

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WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

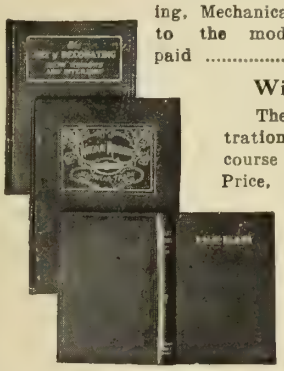
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The Art of Decorating Show Windows and Interiors

The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

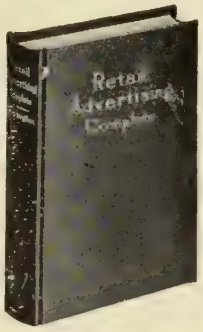


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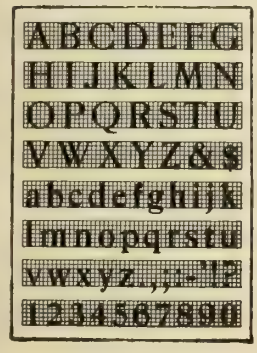
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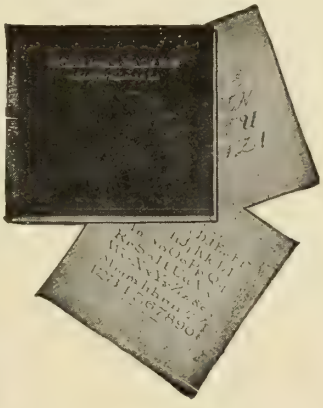
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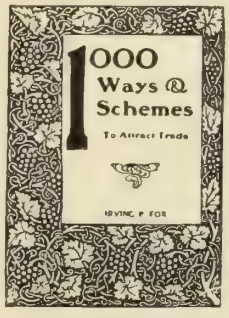
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Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

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DRY GOODS REVIEW

PUBLISHED SEMI-MONTHLY



Sept. 18, 1912

Vol. XXIV
No. 18

Featuring Furs, Men's Wear

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$5.50 to $10.00 Each

We manufacture:

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$2.75

Ladies' Hand Bags,
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Ladies' Purses, Ladies' Belts, Boys' Buster Belts.

Write and our representative will call on you.



899—Made in genuine Morocco, Swede, Calf, and other leathers. Has inside frames. A very dainty bag for any woman. Retails at

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The Western Leather Goods Company, Limited
1191 Bathurst Street, - - - - TORONTO

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. September 18, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

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Cable Address:
Macpubco, Toronto. Atabek, London, Eng.

CHIEF OFFICES:

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Recognition of Classes

IN holding his openings, one of the questions that the merchant, the ad.-man and the display staff have to consider is: How can we feature the event so that it will interest the largest representation of different classes of people?

That this so-called class distinction is a matter which the merchant has to contend with from one week's end to the other, cannot be denied. It has a more pronounced existence in the dry goods trade than in any other because the woman customer is the party to be considered. The merchant may think himself highly gifted if he can carry along his business successfully regardless of any sense that he occasionally pleases one class at the cost of the other's approval. It is hard to please everybody, and but for that first aid known as tact, or knowing exactly what to do at a crucial moment to meet the whims of human nature, the merchant's wit's end would be worn to the vanishing point.

How best to meet this condition at opening time is the question. In a good many towns and cities, openings are held on the same day, and the rush is expected in the afternoon. This very fact has been suggestive to some merchants. They have read the very popular tendency to come out in force at certain hours of the day, and have therefore found it to their advantage to also feature other hours for the benefit of the so-called leisure class. They do not, of course, state this to be their intention in emphasizing the fact that at 10 o'clock in the morning there will be a showing of exclusive merchandise, but they have studied the situation sufficiently to know that the great majority of people cannot get out in the morning, and that the people who shun crowds are those best able to come out at an unusual time. The same applies to the evening. A display at that time brings out the popular crowd, the people who are excellent customers, but to whom the word exclusiveness is not so important a factor. There are merchants, in fact, who prefer to cultivate the latter class entirely, having little patience with diversions, cliques and classes and the exacting demands which a too-laborious recognition sometimes imposes. But in towns and cities where so-called "best families" are abundant, the merchant cannot well afford to over-

look a condition which is becoming more and more insistent. He is fortunate if he can conduct his business so as to get a "fair share of everything that is going."

Teach Daughter How to Shop

THE Canadian merchant should now ask himself if he and his staff are as magnanimous as they should be towards the people who move through their stores on a "merely-looking" expedition. In New York stores these people are called "pills," but this, it seems, is a term altogether unworthy. The patient, considerate, broadminded, generous merchant and salesmen will perish the thought for over in London the English "looker" has suddenly given an educative import to what was formerly regarded as a vexatious habit. Thus, when a woman and her daughter enter the ready-to-wear department, tear through the stock, ask question after question about this, that and the other line, and for a half hour or more display a most promising interest without making a purchase, how satisfying it must prove to the long-suffering clerk to be sweetly informed finally that: "I was merely teaching my daughter how to shop." Here is a most edifying thought. It immediately removes any excuse for those unkind thoughts which steal in upon the salesman's dazed consciousness. What was a "pill" is a "pill" no longer, but becomes a factor in an uplifting educative plan which ensures for that store a succeeding generation of people who know how to shop. The chance to revile is gone, and the salesman is coming to his own as a real unit in this glorious age when merchandising institutions must place a more inspiring interpretation upon their life purpose than that suggested by the legend "business is business."

Preparing to Benefit by Parcels Post

IN the developments that are following fast upon the announcement that the parcels post system will go into effect January Ist in United States, local merchants in this country will have some interesting examples of what they may expect if a similar measure is adopted on this side of the line.

It is reported, for instance, that one of the large mail order houses in Chicago is making preparations to enlarge its business to three times its present capacity. Under the new service, firms will be able to send small packages cheaper than by other methods. It is expected that all packages up to and including nine pounds will be turned over by the department stores for delivery by parcels post.

One criticism already made is that, while a service will be given the general public at a figure lower than that at which the express companies could handle the business, it is thought that the taxpayer will have to go into his pocket and make up a deficit caused by a service which, as sized up at present, cannot pay for itself. In financial circles the system, as proposed, simmers down to the subsidizing of departmental stores and mail order concerns, which are already making large profits.

This result is the very thing that retailers have been protesting against. It is, of course, never fair to pre-judge a matter of this kind, but if the system contains in the slightest degree an element of discrimination, and at the same time has a defect which the public purse shall be called upon to meet, it cannot long withstand the protests made against it. Canadian merchants will watch the results of the system with interest.

The Exhibition Season

CITIES and towns throughout the Dominion are now busy with their Fall fairs. This season, during which every industry and enterprise in the country has an opportunity to demonstrate its achievements, is ushered in by the National Exhibition in Toronto. This event may be said to be thoroughly representative of the country's best things in manufacture, in agriculture, in amateur and professional art and in domestic science. This year, the Exhibition again broke its record for attendance, being only 40,000 short of the million mark which, it was hoped, would be reached. Had it not been for unfavorable weather, and the fact that, for this season, farmers were unable to attend in large numbers, the figures would have exceeded expectations.

To the dry goods merchant, the Exhibition is yearly increasing in educational value. The displays of seasonable, stylish merchandise in the manufacturers' building and the demonstration of processes are carried out on a scale calculated to impart information not only to the consumer, but also to those who have to do with the distribution by the counter route. Thus carpets, rugs, housefurnishings, garments and accessories were shown in such a way as to create interest in the new season's showings in retail stores, and at the same time give to the merchant the assurance that his own selections for that demand were right.

This is a phase of display work which the local merchant should seriously consider during the Fall fair season. It is a time when people expect to be shown new things, and features are afterwards discussed more thoroughly in the family circle than is generally the case with a formal window display. The merchant who can make his store, his stock and his service stand out prominently from the crowd of other similar attractions at fair time is certainly doing good advertising.

Discussion of Accounts

IF there is one detail of his business upon which, more than any other, the merchant should assume an attitude requiring the most profound respect of his employes, it is that which has to do with customers' accounts. When a certain amount of charge business is done and where the names of debtors are known to a limited number of the salesforce, it is sometimes advisable to inform them that, under no circumstances ,either in the store or out of it, is their knowledge of an indebtedness to influence their treatment of a patron.

When an account has been proved to be risky or absolutely bad, it is the merchant's or manager's place to politely inform the delinquent that a settlement in whole or in part is desirable before further accommodation is extended. When, for certain reasons, neither official feels that he should appear in the matter, the duty should be assigned to one member of the staff who may be depended upon to act tactfully.

Cases are on record in which knowledge of a store's debtors is too easily available to employes, who in unguarded moments, make references to this, that, or the other party's delinquency, with the result that the apparently harmless piece of gossip returns to the chief party concerned and thence to the store. The loss of a fairly good customer follows.

When an employe thinks he or she has knowledge of a debtor which should be made known to the boss, there should be no hesitation in the matter, but there is no good reason why that employe should first tell everyone else in the store. Whatever action the views may call for is a matter for the boss to decide.

A list of charge accounts is a delicate thing to handle, and an employe cannot always be as familiar with inside circumstances as the boss himself. Therefore their discussion at any time by employes should be carefully tabooed.

The Passing View

One of the responsibilities of every merchant is to assure himself at least once a year that his business is being conducted on a sound basis.

* * *

Only by carefully taking stock at least once a year can the merchant obtain that insight into his enterprise which will enable him to see where he is falling short and how best he may apply the remedy.

* * *

Specialty stores in New York have combined for co-operative advertising. That is, they have reserved a certain amount of space in the daily papers which they will be able to apply exclusively to their own purposes. There is an idea here for local merchants. Better results can be obtained by co-operation in advertising than by so-called "counter-checking" methods.

• • •

The merchant should plan his display and advertising to take advantage of the fall fair season. A single demonstration may do a great deal to promote the interests of his business in a quarter which was formerly found to be difficult.

• • •

In all advertising that is being done in connection with the opening season the outstanding object should be to keep up the standard of the goods, or to strike the proper balance between the novelty of the merchandise and the ad man's exploitation of it. There is no more serious fault in advertising than to bring people to one's place of business under invitation which does not meet with justifiable results.

• • •

The merchant should take steps to safeguard his business against the evil effects of the gossipy employee. The rule that inside secrets are not to be discussed either inside or outside of the store cannot be too carefully enforced.

• • •

A controversy is now going the rounds of the American trade newspapers with the object of finding out whether buyers really accept bribes. No sooner does an accuser arise than his statements are denounced from another quarter. As yet no definite verdict seems to have been arrived at.

FEATURES OF THIS NUMBER

Closing the Books and Taking Stock.

Many Problems in Gossipy Store.

Merchandising After the Fall Openings.

Reviews Information Bureau. See Men's Wear Section.

Edmonton Store Has Strong Display Front.

Clothing Sizes and Quantities Required in a Men's Wear Store in City of 12,000.

Efficient Lighting of the Display Windows.

Would the Boss Exchange the Suit. Salesmanship Competition.

Novelty Features in the Fur Department.

Conclusion of the C. W. T. A. Convention. Report, with Talk on Proper Care of Wax Figures.

How to Take Stock and Close the Books

Showing various departments and the net profit or loss on each — Stock-taking and proportionate charges — Every merchant, no matter how small the store, should know positively how his business stands.

NO matter how small the business, a merchant should take stock at least once a year and ascertain just where he stands.

WHAT ARE THE ADVANTAGES?

It is absolutely necessary to know whether the business is making a profit or a loss and this cannot be ascertained in any other way than by taking stock.

If a loss is discovered in time, steps may be taken to remedy the trouble, which otherwise might result in financial ruin and the merchant would wonder why he failed. The stock, the amount owing to or by the merchant, or the amount in the bank, does not indicate the result of a year's business and it is necessary to close the books completely and issue a statement in addition to the stock taking.

If it is ascertained that there is a loss on a certain department, and the selling prices cannot be increased sufficiently to turn this into a profit, it may be necessary to dispense with this department and devote the space to some other line, or use a less valuable space in the store for the sale of such unprofitable goods.

HOW TO TAKE STOCK.

In the first place, see that all cash discounts deducted from the face of invoices are reversed, as cash discount rebates have nothing to do with the cost of goods. This would only apply to import goods on which the cash discount is deducted for customs purposes.

As to the inventory price, the safest way is to extend the stock at invoice cost.

There is a diffierence of opinion on this point, some arguing that a certain percentage should be added to cover the store expense while these goods were carried in stock, as it is necessary to maintain the store in order to sell the goods. This argument is not altogether unreasonable, but neither the profits nor the percentage added for running expenses are realized until the sale is made and why is a merchant entitled to add one without the other.

Another case frequently occurs where a merchant has bought largely on certain lines, the cost of which has greatly increased since purchasing. Is he entitled to take a profit because of a fortunate purchase or not? If he does take advantage of this advance and the price drops during the next fiscal year of his business, that year must stand a loss, whereas his last statement should have actually shown less profit.

While every merchant desires to make a good showing on his annual statement, it is always better when in doubt, to take stock at a lower value than an inflated value, as the business will suffer sooner or later if stock is extended at an inflated value.

To illustrate a very complete result obtained from a simple set of double entry books which should be maintained even by the small merchant, we are giving a series of accounts showing how to arrive at the profit and loss, not only on each department, but the net profit on the entire business.

1911.	**DEPT. A.**	**Dr.**	**Cr.**
Dec. 31	Stock on hand	$ 1,245 00	
1912.			
" 31	Purchases to date	6,450 00	
" 31	Sales to date		8,560 00
" 31	Salaries	1,500 00	
" 31	Direct express charges	650 00	
" 31	Proportion of general exp's.	400 00	
" 31	Stock on hand		3,200 00
	Net profit, Dept. A	1,515 00	
		$11,760 00	$11,760 00
1911.	**DEPT. B.**		
Dec. 31	Stock on hand	$ 3,850 00	
1912.			
" 31	Purchases to date	7,450 00	
" 31	Sales to date		12,300 00
" 31	Salaries to date	2,800 00	
" 31	Direct expense charges	1,000 00	
" 31	Proportion of gen'l expenses	600 00	
" 31	Stock on hand		5,700 00
	Net profit Dept. B	2,300 00	
		$18,000 00	$18,000 00
1911.	**DEPT. C.**		
Dec. 31	Stock on hand	$ 4,600 00	
1912.			
" 31	Purchases to date	8,600 00	
" 31	Sales to date		13,000 00
" 31	Salaries to date	2,600 00	
" 31	Direct expenses charges	1,200 00	
" 31	Proportion of gen'l expenses	400 00	
" 31	Stock on hand		7,200 00
	Net profit Dept. C	2,800 00	
		$20,200	$20,200

PROFIT AND LOSS AND TRADING ACCOUNT.

Net profit from Dept. A		1,515 00
Net profit from Dept. B		2,300 00
Net profit from Dept. C		2,800 00
Interest at bank	250 00	
Management	1,600 00	
Net profit for year	4,765 00	
	$ 6,615 00	$ 6,615 00

(Continued next issue.)

The dry goods firm of Layton & Beck, New Glasgow, Nova Scotia, has been dissolved. The senior partner, M. H. Layton, is moving to Vancouver, and Mr. Beck has purchased his interest.

WE are proud of this advertisement reproduced herewith.

Written without our knowledge, without our suggestion, without our inspiration, it tells the truth regarding Butterick Patterns and Butterick Fashions more forcibly than can we ourselves.

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BUTTERICK PATTERNS

Not only make home dressmaking easy, but insure that artistic distinction in clothes which is supposed to be the prerogative of the professional.

The Butterick Fashions do not *follow* the styles—they *anticipate* them. They crystallize the "probabilities" of the "world of fashion" into concrete modes minus the exaggerated effects which so often mar the forerunners of popular favor, with the result that garments made by Butterick Patterns are in style months after many later ones have become passe.

Use Butterick Patterns and you will be as certainly correctly gowned as you are perfectly fitted
June patterns and publications with the latest ideas for your midsummer wardrobe.

NOW ON SALE, SECOND FLOOR, NORTH ROOM

CARSON PIRIE SCOTT & CO

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Butterick Patterns Work with the Retailer

The Butterick Publishing Company

72-74 Duchess St. - Toronto, Ont., Canada

Many Problems Begin in Gossipy Office

Inside information is not kept secret — Should be no chance for employee to become over-officious or use his position to injustice of others — Widespread knowledge of accounts is undesirable — Using staff as detective force — Office should be co-operative integral part.

HE is a wise merchant who insists upon the most careful observance of the rule, among those employed in his office, that no inside information to which they may have access shall be made known outside of that office, or shall have any influence upon their words or actions towards customers or members of the staff.

Employes of the office are in a position of confidence, they probably know the merchant's mind upon many matters relating to other employes or customers, and any inclination to become gossipy should be suppressed. Sometimes conversations are overheard and casual remarks dropped which a too-communicative bookkeeper or cashier may treasure until he or she is able to use it to advantage among other members of the staff or outside of the store, and much trouble may thus be created. The office is no place for an inqusitive nature, especially when it chooses to exercise itself in any other way than in a desire to improve the efficiency of the service.

In giving his instructions the merchant will see to it that there is no room for mis-interpretation, no opportunity given to any person to use his or her influence unjustly, no chance for an employe to become over-officious.

THE LEAKY OFFICE.

If the so-called minor details and many of the larger ones were always carried out as they should be, the "leaky office" would seldom be heard of.

Take the one item of "change" as an example. Every merchant recognizes the need of quick and correct change as a service to customers. When the store opens in the morning the amount of change in the till is often insufficient to cover the necessities for early customers. Sometimes the boy has to run next door to change $5 at 2.30 in the afternoon, as small bills have been sent to make up deposists.

A salesclerk is not always held responsible for bad money taken over the counter, neither should he be held to account for wrong change passed to a customer in a rush after being sent out for by the office. The latter should take steps to safeguard these flaws in system and service.

SECRECY OF ACCOUNTS.

Another department in which inside information sometimes "gets out" is that which relates to accounts. In the average town it would seem advisable for accounts to be kept by numbers, with an index, in the private office. Otherwise it is sometimes impossible to overcome a personal element in the attitude of employes towards customers. System in collecting accounts is all right, but if trouble is found in enforcing the payment of an account all the employes do not need to know. It is not always necessary to bias the opinion of the salesforce. Still, this is being done every day in many stores.

Salespeople have no right to know, nor should they judge their customers on their knowledge of an account at the office. Sometimes, customers having a standing account, cannot get waited on because the amount of the charge sale is not credited in the weekly sales report. To show neglect, knowing of a long standing but previously paid account, is just as bad.

Somehow the information which influences the clerk gets out and the office is nearly always to blame.

When an account is accepted at the office, salesmen are not responsible except to aid in collecting the amount if their help is needed. In some cases, so much is heard of the matter that probable cash purchases later by the same customer are lost through inattention. Instructions to the staff should be to treat all necessary accounts alike. The less salespeople know about them the less likely are customers to come in contact with a disagreeable attitude in the store. Seldom is it that cases arise which require publicity.

SYSTEM AS BIG AS THE BUSINESS.

The office system of a store should be as big as the business. It should inspire confidence financially. The attitude of the office in money matters is generally a clue to inner conditions. The staff will readily read all signs, form impressions which may be entirely erroneous and thus an amount of gossip is circulated. The effect of this is bad to overcome. Better far to adopt an attitude which would remove the possibility of any such trouble.

Neither should the office staff be used as a detective force to report upon any other part of the staff. Not only will this create ill-feeling, but any reports that may come from such source cannot always be disinterested—free from petty jealousies or the suggestions of ambition.

Reports upon the number of customers who left the store without being served, lost sales, misunderstandings between salespeople and customers, goods asked for and not in stock, and other matters of this kind are all right if made by the proper authority, but they should not be considered when coming from an employe who has other work to do and is sup-



An attractive interior. Boxes were made to fit around pillars which were 18 inches in diameter, half inch lumber being used. These boxes were filled with morning glory sprays and moss. Row tables down aisle for displaying dress goods were designed by the trimmer. One of the prize views submitted by F. L. Kickley, for for D. E. Macdonald & Bros., Guelph.

posed to do it. Office staffs should be kept busy with their own affairs.

MAKING SUPPLIES AVAILABLE.

The policy of refusing or forgetting to procure necessary supplies is another factor in wasting time that is more valuable than the cost of goods needed. But this is sometimes looked upon as a way to effect a saving on such items as dusters, cardboards, brooms, etc. Carelessness, of course, is sometimes seen when the things are too easily procured. It has been said that stores which are short on cleaning and other supplies are sometimes strong on office luxuries. Whether this is true or not, there is no reason why the supplies needed to give the store a bright appearance should be guarded with grudging hand, nor any reason why their distribution should not be subject to system.

IMPORTANT NEWS GETS OUT.

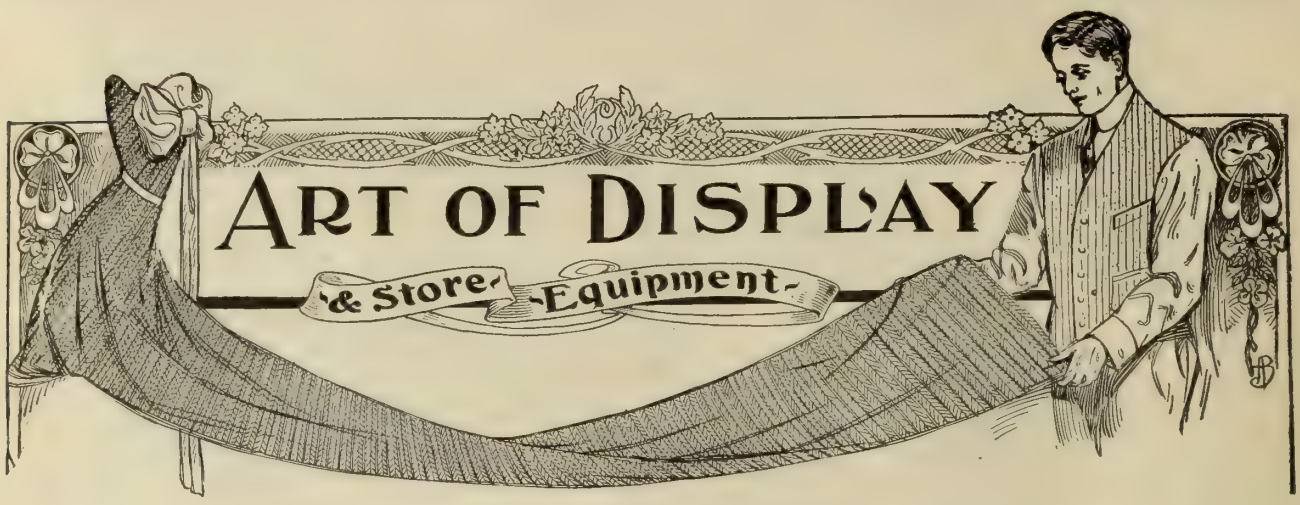
Proposed changes in staff are often first made known to the cashier or some other office employe. It is supposed to be a secret, but the party most interested generally hears of it before the time intended. In such matters as these, or when information is to be given or instructions followed out, the management should insist on performing the duty themselves.

The relative sales standing of employes, wages, showing made by departments in which they are employed, are matters upon which employers and managers had best keep their own counsels. The crediting of sales, division of mail and telephone orders, return of sales sent to the dressmaking department and contract business are details requiring an unbiased view in order to deal fairly with individual effort. The failure or low sales of a new or unpopular salesman should not be so published as to cause more fortunate employes to gloat or unduly congratulate themselves. The only way to overcome these problems is to divide the work, discourage the personal element and treat the office according to results as in any other department.

Any tendency to speak disparagingly of an employe, a customer or the opposition should be discouraged.

The office staff is an integral part of the business as a merchandising concern and under a well-applied system will fit in effectively with that general plan of co-operation which must exist if success is the object.

The new Filene store in Boston has an elevator which runs unusually slowly for the benefit of those to whom the faster ones are a terror. It also has a boys' barber shop, and now the authorities on store service are saying that the limit has been reached—that there is a point where practical service ends and extravagance begins.



Pushing Sales After the Openings

Merchants have a right to expect record sales if conditions are satisfactory — Saving profits and anticipating reductions on likely slow sellers — Moving heavier or higher-priced stocks and novelties — First Fall furs — Fur openings — Preparing for Thanksgiving.

October marks the time when business can be expected, when openings are over merchandising settles down to a straight proposition. Up to that time merchants will have done everything in the interests of customers and advertising with fair sales. Results are now justified in return and the harvest expected during the largest Fall selling month. Sales are the returns of good values, assortments and attractive styles already demonstrated.

People want and must have the goods featured—millinery, ready-to-wear and furs, heavier undergarments, staples of all kinds, housefurnishings and in conjunction with this last, values of the September blanket and flannel sale. Fall fair exhibits and consequent business have to be handled. Opportunities for customers to save on early purchases, through the advantages of better buying and merchandising ability of the store, show in assortments and window displays of right values and lower prices than regular for leaders.

AGGRESSIVE BUSINESS.

The policy of the management usually becomes more aggressive after the openings. Merchants are justified in expecting or going after business. With such large stocks, preliminary showings over, and suitable weather, good daily sales remove a lot of worry. Every day now makes a difference. If salesmen cannot enthuse and the sales do not jump because of the many specially-bought lots for leaders, a better standard of values and everything in the customers favor, no excuse can be offered—not even sold-out sizes. New records are to be expected and if they do not come, why a general hustle all round is imminent, as the time for entertaining and missionary work is over.

The sales and advertising staffs should create a demand for any merchandise that hangs fire or is slow. Business at this time of the year is more susceptible to style or value influence than at any other and while customers are buying and coming is the best time to increase sales.

If any line of goods is not selling there must be a good reason. The cause of profit-reduced sales, later in the season, is often the result of neglect at this time. Salespeople have had time to form their own opinions and sell certain lines because they are preferred personally. New goods in selling numbers, shades, colors and styles are coming in every day and are safe because of selling merits. The offering of two similar kinds of goods in competition at the same prices usually leaves one the poorer seller. The same rule applies to patterns and colors. The reasons that prompt merchandise men to change leaders each season are evident here and help to make still different items and prices.

REPORT OF C. W. T. A. CONVENTION.

See the Men's Wear Secton of ths paper for concluded report of the Canadan Window Trimmers' first convention. Draping of men's wear units and care of wax figures are subjects discussed.

WORTH all You Pay and Then Some.



ONKEN INTERCHANGEABLE WOOD WINDOW FIXTURE YOUNITS

No Matter What You Pay for My Set of ONKEN INTERCHANGEABLE YOUNITS as Fixtures for your Show Windows.

You Will Positively Get Your Money Back in 30 Days

—If I could meet personally every *Dry Goods man* who is willing to spend $42.50 on new show window fixtures with a view of improving his windows, I am sure that I could convince that *Dry Goodsman* in *20* minutes that all he needs is a set of my interchangeable Wood Window Fixture Younits to accomplish the desired results.

—Right in my salesroom I have at my fingers' ends hundreds and hundreds of letters from enterprising and successful *Dry Goodsmen* who have invested in my YOUNIT Window Fixtures, who say they are so very well satisfied with the way they simplify window trimming, and with the wonderful improvement they add to the appearance of their windows, that they would not part with them for from twice to ten times their cost (that is, provided they could not get another set).

—These letters are open for inspection to the prospective purchaser and for those at a distance I publish one herewith—after reading it bear in mind, if you purchase a set of my interchangeable YOUNITS you will write me a letter just as gratifying.

Read This

MILLER BROS., GENERAL MERCHANTS,
STONY PLAIN, ALTA., CANADA.
P.O. Box 24, Stony Plain, Alta., Sept. 10, 1911.

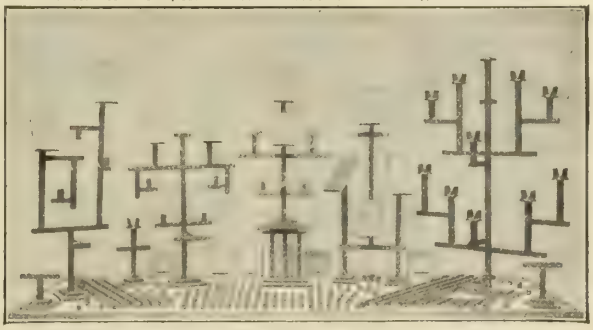
The Oscar Onken Co., Cincinnati, O.

Gentlemen:—Please send us another set of the No. 4 Onken Wood Window Fixture Younits. We have more windows to trim and therefore can use another set.

Since using the first set you shipped us for about two weeks we have concluded not to use any other make of fixtures, and we feel there are none like yours. They are easy to set up and can be used for the different kinds of merchandise we handle. We would not be without the two sets for anything.

Yours very truly, MILLER BROS.

Patented 1911, in United States and Foreign Countries.



The Full Set

The above illustration shows entire set of NO. 2 DRY GOODS YOUNITS, comprising 203 YOUNITS to the set. There are 10 display slabs made of well-seasoned oak. All slabs are fitted with tilting metal adjustments on back for holding them in different positions. The remaining 193 YOUNITS consist of BASE BLOCKS, UPRIGHTS, CROSS ARMS and EXTENSION YOUNITS, in assorted lengths and sizes which will enable you to make HUNDREDS and HUNDREDS of Window Trims and as many odd and standard fixtures.

YOU NEVER NEED A TOOL

My Four Sets.

No. 2 Set 203 **YOUNITS.** For 2 large Dry Goods Windows and inside store use on counters and cases **$42.50**

No. 2½ Set 160 **YOUNITS.** For 1 large Dry Goods Window and inside store use on counters and cases **$21.00**

No. 16 Set 36 **YOUNITS.** For 2 large Dress Goods Windows and also for various other displays. The Arts and Crafts display slabs are equipped with a metal adjustment and tilting attachment. Slabs need not be removed for readjustment **$35.00**

No. 4 Set 110 **YOUNITS.** This set is made for the General store trade. This set can be used for displaying Dry Goods, Furnishings, Clothing, Shoes, Hardware and Groceries. A good all-around set **$28.00**

Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the Southern Canadian Border.

Finish Made of Select Oak in 3 stock finishes, Weathered, Golden or Antique Oak, all in a soft, mellow waxed finish.

Storage Chest Each set is put in a HARDWOOD HINGED-LID STORAGE CHEST (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large size trims made with my YOUNITS, sent FREE with each set.

Every Set Guaranteed to Give Satisfaction. Shipments made at once.

THE OSCAR ONKEN CO.

Established 32 years.

No. 767 Fourth Ave.
Cincinnati,
Ohio,
U.S.A.

Order through your JOBBER or DIRECT.

The Oscar Onken Co., 767 4th Ave., Cincinnati, O., U.S.A.
Send me Your Window Fixture Booklet.

Firm.....
City.....
Business.....

31

TO THE BOYS AND MERCHANTS WHO WERE NOT AT THE CONVENTION.

BOYS, do you know what you missed? I guess not, or you would have been there. Did you think it was just a social gathering and that you had no time for such things? If you did, you made the greatest mistake in your lives. You would have gone back enthusiastic, encouraged and worth 200 per cent. more to your employers than you were before.

It was an opportunity that was worth dollars to your employer and yourself, especially for the coming Fall season. How about your Fall form drapes this season? There are lots of trimmers who have never tried this method of showing fabrics and yet this is the latest and most desirable feature for Fall openings and the only way to commence these drapes properly was to see them demonstrated. Boys, make up your mind to be at the next convention. Send in your subscriptions and commence your photographs for this year's contests.

Now, a word to employers:—Gentlemen, read the above and consider what your trimmer and yourself have lost through his not not being present at our convention. No matter how small a concern, the demonstrations were suited to that business; they did not stop at high-class drapes only, but showed methods of displaying goods suitable for the small store as well. Gentlemen, had you been there you would have realized the value of enthusiastic and well-informed trimmers and that realization would have resulted in your trimmer being present next time.

Merchants, see to it that your man is a member whether you pay for it or he. It will be the best investment you ever made. See to it that he competes for the numerous prizes offered. If he is successful it means a big attraction to your store for customers will take as much interest as you do yourself in the contests. Gentlemen, it is up to you to grip one of the best investments you can make, one that will bring results to your satisfaction.

W. E. MAXWELL, F. J. THOMPSON.
St. Thomas, Aug. 28.

HOUSEFURNISHING REQUIREMENTS.

Naturally, window display is given to goods showing the largest sales returns and representing the greatest amount of money. Efforts, therefore, are directed to the housefurnishings department as soon after the openings as possible. Furs and ready-to-wear follow.

Display of home furnishings include period windows, color blendings and suggestions for floor, wall, and window and drapery treatment for arches, window and interior work. Fall housecleaning and contract work for new homes, lodges and public buildings suggest possible windows to show the ability of the store to handle it. Attractive values of the semi-annual sale are contained in those numerous housecleaning necessities and value leaders in rugs, carpets, linoleums, oilcloth, stove mats, mattings, bed and bedding.



Drape No. 1.

Full form pannier drape by Jerome A. Koerber. Five yards of blue and tan tafetta silk and 5 yards of tan chiffon with cream lace, are materials required. The outer draperies are of tan and the bodice of blue. See drawings for details.

Small findings make an attractive list to draw customers. They include tacks, pins, stair-plates, curtain-poles and rods, shades, fringes, cocoa mats, carpet samples, lace curtains and drapery materials. The number and merit of item values is also more forcible than necessary in Spring, in order to ensure greater sales, as October is not as good a home furnishing time.



Drawings illustrating various adjustments of material for full form pannier drape illustrated, demonstrated by Jerome A. Koerber at C.W.T.A. convention.

So far, season showings have consisted mostly of harmony or matched suggestions in browns or other prominent colors, with more attention to quality richness of texture or design and style than to value and merchandising. Window space is devoted to rugs, in different qualities, specializing odd-price lines and leader values at $25.

Sateens, silkolines, drapery materials, lace curtains, and fancy covered boxes make good windows as a way to develop departments by means of suggested drapes or application. This department can be boosted to make up for lost sales of piece carpets.

FALL FAIR SEASON.

Almost in conjunction with this comes the exhibits for the Fall fair. This consists of a representative showing of the store's novelty merchandise and sale or value quotations on staples as good advertising for quantity buying. The opening or interior homefurnishing decorations make an easily-placed display, which is simply a grouping of high class goods. Homefurnishings make a good background for furs, ready-to-wear and novelty dress goods, with accessories—one or two drapes only. With some good dodger publicity, streamers, show cards and serviceable souvenirs, results are apparent sooner or later. With the firm name placed in many homes and talked about in connection with prize lists and reports, advertising results seem to warrant the work involved.

The first week in October is usually marked by the pre-winter opening or style show of furs. Win-

A BROKEN CUT

In Your Newspaper Ad. Would Not Be Tolerated

Do not **overlook Damaged, Dirty and Broken Fixtures,** display racks, and forms, in your window and departments. The most advertising you do is in your windows—why not keep them as up-to-date as your newspaper advertisement?

Dame Fashion ushers in the change and we get busy. This time it is

Shirt Waist Forms.

68A—Black or white cover, detachable Velvet Belt, square Base and Standard, each	**$6.00**
69B—Same, but Round Base and Standard	**4.00**
69BS—Same, with wide Velvet Belt	**4.50**
69A—Non-adjustable, Jersey Belt	**3.50**
69AX—Non-adjustable Stand	**3.00**

All oxidized Copper or Nickel finish.

Order by mail or wire. Anything in up-to-date forms.

A. S. RICHARDSON CO.

99 ONTARIO STREET, TORONTO



68A



A prize window of the Chicago Window Trimmers' Convention. Scenic and floral background with pedestal lights, showing silks, dress goods and accessories. By E. J. Holzer, Hess Bros., Rockford, Ill.



An opening window by F. L. Kickley for D. E. Macdonald & Bros., Guelph, which contains a suggestion for Fall. The window is a very small one, is in room effect, and the only ornamentation, apart from the wallpaper, is a vine-entwined lattice upright. One dress, a coat, a few hats and accessories constitute the display.

dows are composed of higher-class fur novelties and fur or fur-lined coats. An expensive showing with extreme novelties prominent is best. Windows are done for style effect as black and white, brown, grey and other colors likely in demand. Ready-to-wear garments with fur novelties in suggestive attitudes add tone to the pieces, and give a break in outline. Rugs or separate skins are good floor covering for the window.

The following week, underwear, hosiery, knitted goods and corsets are featured. The former is handled as a representative showing or in individual higher-priced displays. Prices range from 75c, $1, $1.25 and up.

Hosiery for the semi-annual sale may be pushed in different ways. Windows are filled with ladies' and misses' plain or ribbed cashmeres, heavy wool and ribbed worsted for boys or, for a change, displays of children's sizes up to 8-inch in colors and black, as a contrast.

Knitted goods of all kinds, especially sweater coats, blazers and Norfolks again come to the front. Toboggans and snowshoes are used to advantage in building up a good showing.

Just about this time booklets and circulars are being posted by many merchants and most manufacturers send out their catalogues. As these are being received by customers who are on the mailing lists, a window helps to concentrate attention on the makes handled by the store.

SUGGESTIONS IN FANCY GOODS.

Other groupings at this season are example displays of fancy goods, suggesting work for winter evenings and gift demands, showing how to make and the material required for latest designs. Ribbons are also suggestive in a similar manner and make a good companion display.

Next comes the second millinery opening, preparations for the Thanksgiving sale and windows for that occasion. Special plans are usually made for window displays during these events.

Latest Colors in Paris

Following are the names of some of the most fashionable shades, and their English descriptions, spoken of for next Summer in Paris. Whether they become leading colors is somewhat speculative, but they will very probably be heard of: Ivoire jauni, ivory with a yellow cast; parchemin, the color of parchment; vieil or pali, a golden amber; peche rosee, peach dew; rose terre cuite, pinkish terra cotta; mordore, reddish brown; vert de gris, grayish green; turquoise blue; gris clair, light gray; violet passe, faded violet.

The Silent-salesman of Waists

The waist, a small article of apparel, yet very important, is in great demand, especially at this season of the year and throughout the Winter. There is a steady sale for waists of all kinds throughout the whole year, and a large proportion of the sales are made through display.

The "D. & P." waist form offers the ready-to-wear man the best mode of waist display possible. It is a silent but sure salesman.

Write for particulars of all kinds of fixtures, forms, etc.

Dale & Pearsall
106 FRONT ST. E., TORONTO



This is Waist Form No. 69B-A

PRICE—Round Base, $18.00 ; Square Base, $20.00 ; without Head—Round Base, $4.00.



MILLINERY

The Buyer's Viewpoint

Better trade is beginning to take an interest in flowers. Those seen so far are in expensive single blooms made of velvet and plush.

Demand for metal laces, bandeaux and cords promises to increase as the season advances.

Much fur is being used particularly in the form of narrow bands. Some fur crowns are also seen.

Variety in shapes the outstanding feature — The newest shapes show the elongated boat-like oval — Aigrette and feather fantasies used in all manner of odd poses—Plush, beaver, velvet, moire and card silks are leading materials

NOW that the openings are over, and millinery tendencies have become more defined the wealth of variety in shapes that see mto form the main feature of the new modes, can be better appreciated. It would seem as though the framers of the modes were determined to furnish the trade with models that would suit each and every taste, and in such number and variety that no woman need wear a hat that is unbecoming. This feature gives most prominence to the made hat and it may be taken as a general, though not unbroken, rule that pressed shapes, in velvet, velour, beaver and felt are reserved, though by no means exclusively so, for the field of the outing and the tailored.

Moreover, shapes are less decided in outline and there seems to be a welcome tendency to get away from the hat where the line counts for everything and which is spoiled when hidden under trimming. Decidedly softer lines have been introduced and the graceful curves and soft droop are further blurred by the many drapery effects that are the new mode in trimming. Nevertheless, the new hats are quite simple, both in composition and effect.

For the past two or three seasons it has been either the small or the very large hat that has been smart and stylish. This Fall there is a change and the medium-sized hat this year is full of smartness and style. This is significant and another feature that seems to be the forerunner of important new features is the fact that the newest and most striking hats are long from back to front. A boat-shaped oval is perhaps the best description that can be given of the new shape. For many seasons past the hat that was wide across the head has been favored, or the perfectly round drooping shape. Even the rolled-brim sailor conforms to this new feeling for lengthened lines and is caught at the sides under feather fantasies in such a manner as to produce them.

New Toques Almost Brimless

Medium and small shapes are always in majority during the early season, the larger and more formal dress hats appearing later. Toques always sell, and the newest toques this Fall take the form of a cap and are almost brimless. The very latest toques have draped crowns with a close-fitting brim that follows the line of the hat, and some models are provided with a small pointed peak or visor in front. These shapes are closely allied with the helmet models built upon Directoire-classic lines that are being extensively shown by some of the leading Parisian model houses. This shape is much used for bonnets.

Mid Victoria Suggestions

Many of the new shapes are strongly reminiscent of the mid-Victorian period and it is to this period that the vogue of satin and jet is owing. Large Eugene models with either rounded or square long oval crowns and wide brims drooping back and front are prominent among the new models.



TO follow "Fashion" is easy, but to anticipate accurately her many and whimsical changes is quite another matter.

We are so closely in touch with old "Dame Fashion" that we are seldom out in our judgment, and the buyers who follow us can be assured of keeping their stocks beyond competition. Visit our millinery show rooms often. Don't fail to see our representative's line when he calls.

The D. McCall Company, Ltd.
TORONTO
Winnipeg Ottawa Montreal Quebec
Vancouver

Many of these models are draped, the drapery taking the form of puffs or flounces and all are trimmed either with large ostrich, osprey, paradise or fancy feather mounts. A very elegant model of this kind, seen at one of the retail openings, was of brown velvet with the crown of antique gold lace. The under brim had a draped facing of green, black and gold changeable silk, and at the right side far back in the soft folds of the silk was placed a large brown velvet rose. A very handsome pheasant breast and long curved quill fancy was placed against the crown on the left side and following the long line of the side brim. Beret or Tam hats are by no means absent and Tam crowns appear with both large and medium-sized brims. Another crown new this Fall is like a partly-crushed down men's opera hat, and as it is always made of satin, the resemblance is all the closer. Among the attractive picture models comes the Niniche with broad drooping brim, short in front and long at the back. The crown is flat and the hat is held in place at the proper angle by a cache-peigne or bandeau at the back.

* * *

Feathers and Ornaments

Aigrettes and paradise feathers are in immense vogue and where these feathers are too high-priced heron, and various feather fantasies are used. The big idea in placing these feathers seems to be to pose them in some new and unexpected fashion and while many of these new poses are effective it must be confessed that the greater number are only odd and startling. It is really a pity to see costly paradise treated in this manner and dyed in many shades. Quills are seldom of the one feather, but are fringed with marabout or ostrich and are laid along the edge of the brim or flat against the turned portion. Fancy ostrich in shaded effects and in fringes and bandeaux are good. Narrow bands of breast encircle brims and crowns, and bow effects in neumidie, goura and uncurled ostrich with the centre of the bow of breast, is often noted.



Even at this early date the amount of fur used is notable. Hats are seen faced with fur and many fur crowns are noted. Fur is used, however, in the form of narrow bands and hats of heavy lace or transparent Malines are rendered seasonable by being trimmed with bands of fur.



This model illustrates the sweeping graceful line that is a feature of Fall millinery. Note the rich plume treatment.— Shown by Debenhams (Canada) Limited, Montreal.

There is an evident effort to introduce buckles and the high-class trade is showing them to some extent.

* * *

Interest in Flowers

Far more interesting because of its important bearing upon the Spring season is the fact that the better trade is beginning to take an interest in flowers. The flowers seen so far are expensive signle blooms made of velvet and plush. Such flowers as Christmas roses, big single poppies, pansies and single roses are the ones used. One or two models seen had the crown wreathed with the flowers, but as a rule, only a single large bloom is used and often this flower is placed on the underbrim.

The novelty in ribbons is the narrow moires and looped and picot-edged failles, and the wide, printed velvets used for crowns and drapery. Colors are deep and rich. Red seems to be gaining, and fuchsia, flame, tomato and rich ruby are leading novelty colors, while taupe and midnight are other shades talked about. Taupe is combined with orange and white. National, navy and Durbar blues are all good but, after all, black and white is the big seller.

You Do Care!
Don't You?

You would rather buy artistic, select goods than the ordinary humdrum sort. Then register a resolve right now to see our

Import Line for Spring, 1913

WHEN our representative calls on you he will show you the choicest range of Millinery Goods ever gathered together by any one concern. You will be interested from both the artistic and value point. Don't say you're too busy, the time apparently lost will pay you in profits many times over.

Things different from others.
More artistic, better profit-producers and right in styles.

Continental Manufacturers Syndicate
LIMITED
77 York Street, :-: Toronto



EVERYTHING IN MILLINERY and FANCY DRY GOODS

Our stock is well assorted and contains all the latest European and American creations.

We have many late novelties in Hat Shapes, Trimmings, etc., that are well worth inspection.

It would be to your advantage to see our line of Velvets.

OUR WESTERN BRANCH

Western buyers have found our Vancouver branch very convenient. We carry a complete stock there in charge of Mr. Brignall.

Letter orders receive prompt attention.

FARRELL, BELISLE & CO.

22 St. Helen Street - - MONTREAL
106-108 Rue du Point, QUEBEC 522 Seymour Street, VANCOUVER

1913—Spring Millinery Novelties—1913

WE WANT TO DO BUSINESS WITH YOU.

Our travellers will call on you shortly, and you will have an opportunity of inspecting the finest collection of import **Flowers, Foliage, Fancy Mounts** and **Novelty Millinery Trimmings** it has ever been our privilege to show.

We hope to interest **You**, and by doing so it means **Good Business** for you.

ELLIOTT, SHERRING & CO., LIMITED

MANUFACTURERS' AGENTS AND IMPORTERS

Specialists in Flowers, Feathers and Millinery Novelties

OGILVIE BUILDING - 37 Wellington Street West - TORONTO

FALL MILLINARY, 1912.

Note the following reduced prices. You can secure exclusive styles direct from the factory. **Satisfaction Guaranteed**

Silk Plush Hats	White and Black	$42.00	per doz.
Moire Silk Hats	White and Black	30.00	" "
Silk Velvet Hats	Black only	27.00	" "
Beaver Hats	Black only	27.00	" "
Draped Toques	Velvet and Silk assorted	18.00	" "
Velveteen	Black only	15.00	" "
Soft Felt	Velour finish	15.00	" "
Soft and Stiff Felt	Assorted	9.00	" "
Buckram shapes (in ¼ doz. lots of a style)		2.25	" "
Separate buckram crowns		1.25	" "
Velvet Bandeaus	Different sizes	9.00	" grs.
Black and White Cotton Wire		0.30	" "

WRITE FOR SAMPLE ORDER

THE MONTREAL HAT AND FRAME COMPANY

388 Notre Dame Street West MONTREAL



Millinery Commissioners, Ltd.

OFFERING
High Class Millinery Only

WE believe that nearly all millinery profits are secured from better grade goods.

Nothing deteriorates in value faster than cheap hats, feathers and flowers. They will not stand the handling in your stock, or give the satisfaction your customers expect. Long after the price of an article is forgotten its lack of service is remembered.

We offer nothing but better grade millinery—the kind that looks well from start to finish, that helps advertise your store as "The House of Quality."

Go into our proposition carefully when one of our representatives calls on you with our import range for Spring.

We are specialists in shapes, feathers, and flowers.

Millinery Commissioners, Ltd.
7 Front Street East - TORONTO



DRESS GOODS and FABRICS

The Buyer's Viewpoint

Though the demand for broadcloth is at present confined to the higher grades, there is every evidence of its increase in popularity.

Brocades are one of the new features and there are some exquisite patterns in velvet on chiffon, crepe and cord grounds.

Cord weaves promise to be a strong feature for Spring — Indications point to the return of broadcloths in popular favor — Soft satins, with charmeuse first — The Wanamaker display — Pile fabrics sold up to end of year

THE trend of fashion is all in favor of lighter-weight fabrics, and softer finishes are taking the place of the rougher wool goods. This means that worsted fabrics and materials made of silk and wool will have a strong place in the lines of fabrics bought for Spring 1913. As failles and cord weaves are so prominent in silks for the present season, it is a very natural step to take to put such materials as eoliennes, poplins and repps in a leading position and all the more so as there is a distinct tendency towards the use of cord weaves woven with the cord across the fabric in place of lengthwise. Crepe weaves are selling both in silk and cotton materials, and there is sure to be a revival also in wool and silk and wool crepe fabrics.

There will be many women to whom the gown with drapery will not appeal, and therefore the plain tailored dress will still maintain a high place. Serges, notwithstanding the fact that for quite a number of seasons they have stood easily first from the yardage standpoint, are confidently put forward as the best selling material next Spring. Weaves will be varied, but there will be an increasing demand for fine soft light-weight French or foule serges, while harder finishes and heavier weights will be wanted, suitable both for dresses and suits.

In novelty cord weaves, both diagonal and vertical, are strongly in evidence. Bedford cords are given a high place but the true Bedford cord is neither light enough in weight nor souple enough in finish to meet the needs of the coming season. Therefore, fabrics more on the welt or the cote de cheval order are being put forward.

Whipcords are only a step from coverts and the outlook is decidedly promising for covert cloths and covert effects. Whipcords are showing for popular selling, as manufacturers feel that only the high-class trade has had an opportunity to buy this material in light colors. The selling so far has been done in dark colors, and there is a feeling that they will sell in the light shades. Spring colors and two-tone combinations are produced in whip cords, and there is a big range also of what may be called covert effects. So strong is this same effect that Bedfords and coteles are shown in the same colorings.

Sponge cloths were shown too late and were too scarce to be very prominent last Spring. This year, they are properly sampled and promise to score a fair measure of success as a novelty cloth.

Much more interesting to the trade is the revival of the call for broadcloths. Though the demand is limited at present and is confined to the higher grades, there is every evidence that broadcloth is rapidly gaining ground in popular favor. This fabric in light weight and in smooth, satin finish, has come to the front in European fashion centres dur-

Fall And Winter Fashions

The Fall and Winter patterns and colorings of Serpentine Crepe clearly represent the very latest decrees of fashions in Paris, London and New York.

While Serpentine Crepe has always been the largest selling cotton crepe in the world, we certainly believe that these latest designs are destined to make Serpentine Crepe even more popular than ever before.

We, therefore, advise retailers to place their orders with their jobbers for

Serpentine Crepe

at as early a date as possible.

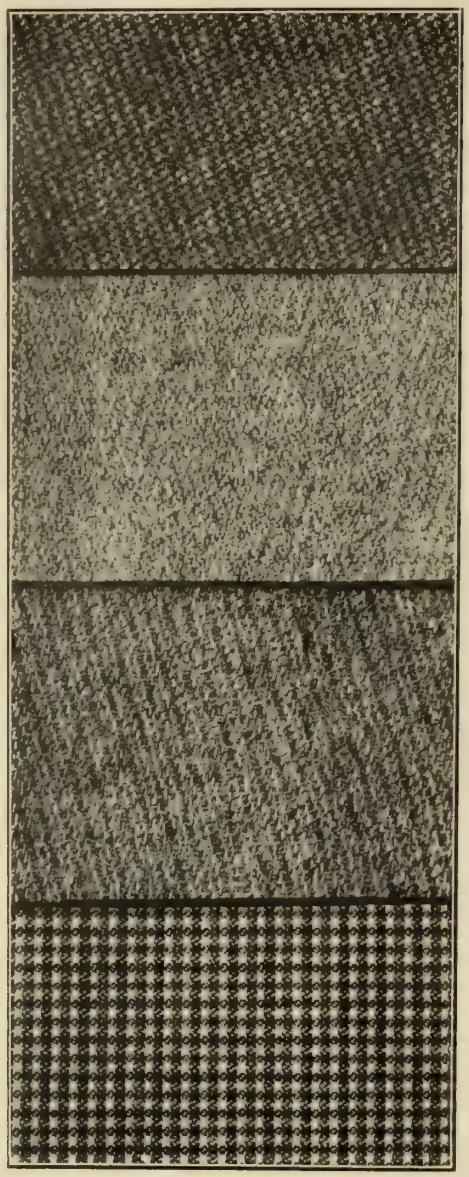
The demand for this world famous fabric taxes our immense manufacturing facilities, and we deem it essential to your trade to make selections now while there remains a complete complement of the latest styles.

SPECIAL NOTICE:—To facilitate deliveries, through jobbers, we pack and ship individual retail selections of 20 or more pieces, separately from any other goods going to jobbers. They will be packed in cases marked for identification, with initials or any other marks as specified, and shipped promptly to jobbers or their customers, as instructed by the jobbers from whom the orders are received and to whom the goods will be billed.

FREE PUBLICITY HELPS We shall be pleased to co-operate with retailers in every manner consistent with sound business policy; with this end in view we furnish free to dealers very many selling helps, such as cut-outs, swatch books, ad leaflets, fashion plates, calendars, electrotypes illustrating latest fashions in negligee wear, etc. Write us for Fall and Winter Swatch Book. It's free and shows all patterns and colorings.

PACIFIC MILLS

Boston, U.S.A.



From top to bottom: Whipcord in grey and white covert mixture; fancy self-striped whipcord, tan and white mixture; heavy whipcord, white and silver grey; novelty worsted, cord check in two shades of brown, blue grey and white. Shown by Nisbet & Auld, Toronto.

ing the past year, and has been a featured fabric with many of the leading Paris model houses at the recent Fall openings. Entire suits made of broadcloth have been included in the models shown, and the skirt of white broadcloth, worn with a black or colored satin coat, has been high style abroad during the passing summer.

At the Fall openings in Toronto both tailored dresses and handsome suits of this fabric were noticed. This material is also being taken up in New York. Broadcloth in that fashion centre is a favored cloth that never quite disappears.

The prediction that white and cream would be important during the past Spring and Summer was only partly fulfilled. This was due in a great measure to the unfavorable weather conditions that ruled during the greater part of the two seasons. White, however, made a gain, and the white vogue should materialize in 1913.

When white sells for Spring and Summer white serge is a sure fabric. For the coming season white Bedford cords will sell. Sponge cloths and other rough novelties are also showing. With black and white in high favor and stripes out as the leading motif in fancies, white and black fancies are in a high position. Pin stripes are favored, and there are big ranges of novelty stripes shown in white and black.

The favor in which stripes are regarded is not confined to black and white alone. Chevron stripes and stripes in the weave are in evidence and there are many novelty stripes in two-toned effects showing. Black or dark blue stripes are good on colored grounds.

Pile Fabrics Strong Feature

Velvets, plushes and fancy velvets and velveteens in many patterns selling — Increased interest in fabric furs.

The best proof of the soundness of the velvet situation is the number of orders booked at the present date for delivery next Fall. There has been some earlier questioning of the position of velvet, due solely to the extensive vogue this fabric has had in the past few seasons, when velvet has had practically a summer as well as an autum and winter vogue.

This fabric promises to maintain its popularity fully during the coming Fall and velvet will be extensively used for dresses, suits and for trimming and millinery purposes.

Present interest centres very largely in the various novelty velvets and velveteens, and there is quite a demand for these novelties, both from the counter and the cutting-up trade. These novelties run chiefly to cord and mixture stripe effects, and are in quiet, but attractive, taste.

Two shades of grey and black, grey, black and blue, or grey, black and amethyst, are favored combinations in this class of material. With cord weaves so prominent, corduroy is sure of a good season. Novelty weaves, between velvet and plush, are being shown for dresses, millinery purposes and trimmings. The use of plush for trimmings is also indicated, and this fabric is already placed as a leading millinery fabric for the coming season.

Velvets and plushes are made into evening and opera coats, and elaborate wraps are of this fabric in combination with broadcloth and fancy silks. Brocades are the new feature and exquisite patterns in velvet on chiffon, crepe and cord garments are high novelties.

Rajah Foulards



RAJAH FOULARD

A CLOTH THAT LOOKS LIKE SILK, FEELS LIKE SILK—WEARS BETTER THAN SILK

Rajah Foulard will keep its original appearance and texture after washing and ironing. It is equal to the best imported Foulards but is sold at a much lower price. Rajah Foulard is 27/28 in. wide, and is shown in the newest French Silk Foulard designs. Ask your wholesaler for Rajah Foulard. Made and guaranteed by

DOMINION TEXTILE CO., LIMITED

TORONTO MONTREAL WINNIPEG

A big season is assured for the handsome fur fabrics, such as seal-plush, Astrachan, Persian and baby lamb. Great improvement has been made in these fabrics, and good quality cloths are difficult to tell from the real article. Coats of these fabrics, both singly and in combination, have been sold extensively by the cutting-up trade, and later these cloths are expected to sell for trimming purposes in place of real furs. High class ladies' tailors have purchased these imitation furs for making up into suits.

Fashion and Soft Weaves

Satins, crepes and cord weaves the leaders — The introduction of brocades indicated — Rich, but subdued colorings.

No one silk will command the exclusive favor of the trade during the coming season. Styles will be diversified and the demand does not promise to centre on any one fabric. Soft satins, with charmeuse at their head, stand first. Charmeuse, however, is a high priced silk and light weight duchesse mousselines will for popular selling take the place of charmeuse. The faces of these two silks are almost identical, but charmeuse is backed with fine woolen yarn which gives softer draping qualities.

Crepe weaves take second place after satins, and chepe de Chine is coming into use for tunic, panniers and over draping.

Many novelties are showing in ribbed weaves, and there is every possibility that faille will be a better selling fabric when the Spring season opens than at the present time. Ribbed weaves run from failles, poplins and Bengalines up to heavy cords and Ottomans. Very rich effects are shown in this silk by the use of two or even more colored threads for the ground, with a kind of Terry or uncut velvet rib on the surface of black. These cloths come in rich but subdued colorings that have all the sheen of plumage, but toned down and subdued with black. Silks of this class are to be used for suits, dresses and also for the lining of handsome wraps and furs.

Classed with these cord weaves are whipcord effects with the backing of silk in light colored silk, while the cord is of wool. This is a very handsome fabric, and is designed for the Spring tailored suit. Moires are selling for millinery purposes chiefly, though moire and faille stripes are expected to be shown in the novelty end in the coming Spring. Moires will also be used for trimmings and to some extent for wraps.

There is an increasing interest in brocaded and figured silks, but the trade is going cautiously when it comes to the buying of fabrics of this class, as it is not possible to predict the course of future developments. Brocades are selling for high grade linings and to some extent for evening wraps. Paris news goes to show that all the leading model houses are featuring rich brocades. These fabrics, of course, are totally unsuited to the needs of popular selling, but serve as an indication of what may become a popular development.

John Wanamaker is featuring the different fabrics of this class used by leading model houses as an attraction at the opening display of silks in his New York store. The different fabrics are arranged in drapes on velvet covered tables. Place of honor is given at the entrance of the department to a rich cloth of gold and black plush brocade used by Redfern. Among the fabrics shown is a charmeuse with a velvet border, and a Havana brown velour brocade, also a rich brocade used by Beer in gold and Egyptian colorings. Lovely silks and satins are shown with plush stripes in colors of gold and sapphire and gold and amethyst. From Callot Soeurs comes a gold and white brocade, and a tapestry silk in gorgeous colors used by Bernard is shown. Other novelties are Ottoman broches in all the new colors and gauze satin and tinsel stripes. Charmeuse, with a brocaded pattern of silver wheat is used by Bob et Marie and Premet, and there is a satin and velvet brocade from the house of Drecole.

The display features silks, satins, brocades and gauzes, and as the preliminary announcement states, "these fabrics, expressly created for the great Parisian couturiers, present the dazzling radiance of the East in color and design. But you do not catch a Poiret or a Redfern bunching stiff and heavy fabrics. No indeed, the Oriental idea has been transmitted through the mind of the French silk makers into texture so delicate, so souple that the richest velvet and gold brocade drapes as softly and as delicately as a cloud."

The colors prominent are bright scarlet, ruby, mulberry, fuchsia, amber, sulphur yellow, citron, various shades of taupe, rose, geranium and sapphire blue.

In making special mention of this display The Review, of course, does not indicate that goods of this kind will be possible for ordinary wear. Prominence is given because it shows what is in the minds of the leading fashion creators. It shows, for one thing, that they are preparing to feature colors and that if their ideas are followed out, the present restricted color scheme will pass and that color rather than fabric and weave will again lead. This fact taken together with the returning vogue of broadcloths is most important.

Proper Care of Silk Fabrics

A large retail silk department is circulating a number of recommendations as an aid to the wearer in the proper care of silk fabrics so as to secure the greatest amount of wear. The general use of such

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

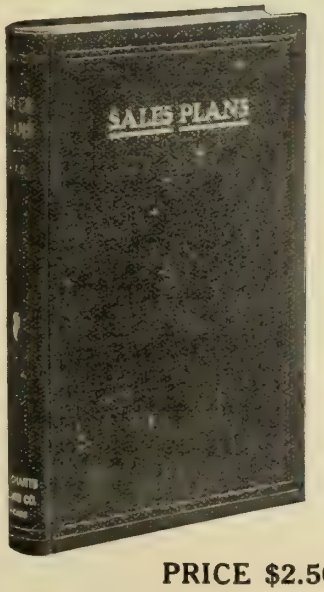
HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
210 St. James Street - - Montreal

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

SAVING the LOSS

Where We Help Dry Goods Men

By making salable many fabrics that for many reasons have become unsalable.

—Shop-worn it may be, or faded, or off-color—it matters not why—we re-dye and finish the goods so that they become as new goods fresh from the mills.

Long experience and large and complete equipment give assurance of dependable and thorough work.

Write for booklet and price list.

R. PARKER & CO.

DYERS AND FINISHERS

787-791 YONGE ST., TORONTO, CAN.

a plan should help in placing silk fabrics in the proper light before the public. The recommendations as set forth are as follows:

"Large pins or needles make permanent holes in silk fabrics and, if extra large, break the threads; then the silk tears easily. Caution dressmakers against the use of such pins and needles. Put new needles in the sewing machine before working on new silks. With old needles, even slightly blunted, the silk is certain to pucker and draw.

"Be careful in pleating or ruffling that the iron used is not too hot. An overheated iron will crack any silk.

"Always wear good shields; and avoid, if possible, much trailing of silk gowns as the fabric frays quickly.

"If the above precautions are observed patrons are certain to get the most satisfactory silk service."

No concern should be expected to exchange silk that wears under the arms, for such is not an indication of a defective fabric, but is always invariably caused by the friction of whalebone or from the effects of perspiration.

Silks that show an evidence of wear due to damage sustained by pleating or ruffling, or a fraying at the bottom caused by trailing the garment, are not of themselves inferior because of this wear, and in justice to the manufacturer claims based on damages like these should not be considered as legitimate.

Regina Trading Co., Won Diploma

The magnificent display made by the Regina Trading Co., at the annual exhibition by the Western province, was awarded the first prize diploma. The display was arranged by P. H. Morgan, window trimmer of the firm, and contained something of interest to every member of the family—ready-to-wear garments, furs, shoes, men's wear, and furnished rooms, one a living room valued at $113.50, and the other a drawing room with three pieces in solid mahogany at $100. A rest room was also furnished for the accommodation of visitors. Mr. Morgan was formerly decorator for some of the leading stores in the West End of London and was with the Hudson's Bay Co., Winnipeg, before going to Regina.

C. W. T. A. members who have not received membership pins and receipts for fees are requested to advise the secretary.

Scarcity of Labor Affects Manufacturing

Montreal, Sept. 16.—How to get sufficient labor to operate the factories to their fullest capacity is a problem that many Canadian manufacturers are facing to-day and in fact have been facing for some time. It is claimed, and apparently with justification, that despite the annual influx of new citizens there is no appreciable increase in the number of hands available for factory work.

Of course, manufacturing in Canada is making rapid strides, factories are being enlarged and there is a greater demand for labor to-day than ever before.

The difficulty for a long time was in getting skilled labor and this difficulty still exists but manufacturers are now not so particular about skilled help; they are willing to take on unskilled labor and train it, but even this class is hard to obtain.

The majority of manufacurers say that they could increase their output considerably if they could obtain more hands. This dearth of labor is felt particularly in the clothing trade; in factories where ladies' coats and suits are made, in whitewear, knitted goods, men's wearing apparel and in fact in almost every department of the dry goods field.

Almost continuously is heard the cry, "We cannot turn out goods fast enough to supply the demand." And almost invariably the reason assigned is the lack of labor.



P. H. MORGAN

Window decorator and card writer for Regina Trading Co., Regina, whose display won the first prize diploma at the Provincial exhibition.

One manufacturer in discussing the situation said the Alien Labor Law was a great stumbling block to the industrial progress of Canada. With sufficient labor available in Canada for manufacturing purposes, such a law might have some justification but with such a dearth of labor it was a serious detriment. Some manufacturers in the larger centres are advertising for help the whole year round but never get sufficient. The result is that while the population is steadily increasing and the demand for goods is greater every year, the manufacturers are unable to keep up the pace and that means late deliveries to the retailer.

Start the season's advertising right. Convince the people that you and your staff are confident of new features.

GOOD ADVERTISING

Introducing the Fall season by giving articles a definite selling identity — The use of good style cuts — An advertisement that specialized on suits — Good descriptive matter necessary at the start —

THE advertisement that introduces the Fall season must contain a certain amount of bright reading matter, descriptive of the new styles. People have not formed a very definite opinion as to the outstanding line or fabric features of the season, and the merchant must inform them. The use of good cuts is advisable, and it is important that these illustrate garments actually in stock. The manufacturer can very often assist the retailer by supplying electros of cuts that have appeared in the latest catalogue or other advertising. These cuts can be used so as to give garments an actual identity and this can better be done where the cuts do not bear too prominently the name of the manufacturer.

A good example recently noted is that of an advertisement by Bell & McEachren, Stayner, Ont. The space used was 15 by 13 inches on the front page of the paper and this was divided into eight panels, each six inches by three inches. The only heading was the line in 36-pt. extended Gothic, "Handsome Fall Coats," and an introduction occupying the upper left hand panel of the advertisement. This pointed out that the firm was reaching out for a bigger and better trade in ladies' coats and emphasising the fact that "designs were not duplicated within reach of the community." In four of the panels are cuts of garments and detailed descriptions and alternating panels describing other garments, but without cuts. Each garment is numbered, thereby supplying a definite link between the garment and any buying intention that might be formed in the minds of the readers.

Here is one of the descriptions which will serve to illustrate the practical, well-informed character of the reading matter:—"Style 2025.—The suitable weight of this black wool Vicuna coat with its beautiful finish and air of stylish elegance makes it one of the most desirable of our wide range. The neat, inlaid velvet collar and plain-stitched revers are in strictly tailored style and can be closed up to the neck or as shown in cut. Price $12."

Another notable feature of this advertisement is that, outside of the heading, there are only two different kinds of type used. The body of the advertisement is in 12 pt., the style number and prices are in caps of the same size and a trifle heavier. While the faces of the type are not of the most modern style, good judgment is shown by the printer or designer of the advertisement in the selection of fonts. The panels are nicely spaced with no suggestion of crowding.

The advertisement concludes with three paragraphs in a panel describing advantages in shopping in that department. "1. Convenience in making selections with minimum loss of time and expense. 2. The assistance of relatives or friends in advising the suitability of actual garments—not pictures of them. 3. Exclusive designs that cannot be duplicated by some objectionable person as is so often the case with a city bought coat." These reasons answer in a concise manner any local argument that might exist against buying at home.

The arrangement of the advertisement suggests its suitability for mail order purposes. A good idea would be to send copies to a selected list of customers. This could be later followed up by a special advertisement on dresses or children's wear.

* * *

The new department store of F. R. MacMillan & Co., Saskatoon, will have four stories and basement and is to be completed by February, 1913. It is the intention to add two more stories within two years. The basement ceiling will be 13 feet above the floor, the ground floor ceiling 20 feet, and the next floor fourteen feet. On the ground floor a mezzanine floor 14 feet wide, has been arranged.



House Furnishings

The most notable change apparent in housefurnishings department is the extent to which equipment has been installed for complete home interior treatments.

Furnished rooms that demonstrated wide scope of modern house furnishing department — One firm represented by furnished cottage that showed the buying power of $500 — Complete interior contract work a development in well-equipped stores — Room suggestions for Drapery section

THE furnished rooms in the Manufacturers' Building at the Canadian National Exhibition, Toronto, illustrated in a striking way the great scope of the modern house-furnishing department. This, probably, was one of the purposes of the displays and accounted for a tendency, in some cases, to extreme, though fairly correct effects. The fact that the booths provided for these displays were not of sufficient size to show the correct proportions for the settings also had to be taken into consideration.

The Murray-Kay Co., Toronto, had three rooms. A dining room was of Charles I. period with wall covering of hand-made tapestry panels in Gobelin blue, and hand-tufted Donegal rug. The furniture was in walnut. The drawing-room was in Louis XIV. with walnut furniture, the wall covering in gold brocaded silk, Kermanshah rug and crystal lighting fixture. The very dainty Queen Anne bedroom had soft blue paneling with chintz draperies to match, while the floor was covered with Axminster piece carpet.

BUYING POWER OF $500 ILLUSTRATED.

The Robert Simpson Co. was this year represented by a five-roomed furnished cottage with the object of showing how far $500 will go in equipping a home. The kitchen, dining-room, bedroom and living room were fitted up in attractive, comfortable style, conforming with the present vogue of conservative, though very neat effects in wallpaper, floor covering, drapery, and furniture. The cottage was much visited and undoubtedly proved its value as a practical advertising feature.

The T. Eaton Co. had three very richly-appointed rooms. The dining room was heavily panelled in natural quarter-cut oak with deep figure frieze, the general effect suggesting, in some respects, the Georgian period. The living room was on the Gothic order and notable features were the Tudor fireplace in carved stone, and the Shakesperean frieze. The wall covering was a deep blue leather. The bedroom was in Adams style. The rooms were lighted by the reflected rays from large, high, artistically fashioned urns. The draperies in all three rooms illustrated in a very ornate way the present vogue for paneling and applique work. Much of this is now being done in the departments of large city stores, and is receiving great attention in the well-equipped departments of smaller cities where, time and again, demonstration has proved its value as a selling factor.

AFTER DISTINCTIVE TREATMENTS.

There is here great opportunity for the designer. Individuality in drape and curtain treatment is now a pronounced feature of the trade in better class and more profitable lines. It is true that ready-to-hang curtains are now shown to the trade on a definite season basis, but the merchant who equips himself to make use of the element of exclusiveness is sure to receive good patronage.

The rooms above described had therefore, a suggestion for the visiting retailer apart from their arrangement. Woodwork, drapery, wall and floor coverings, lighting, painting, in fact every essential of home decorating is included in the capabilities of the departments represented, and while it is not suggest-

ed that every department can take care of all these branches of work within itself, the ease with which they are available to a department often decides a good order. Thus, the R. McKay Co., of Hamilton, make a specialty of decorating interiors throughout, and D. E. Macdonald & Bros., Guelph, are working in the same direction, namely, that of complete contract suggestion and execution. Arrangements can very often be made with workmen outside the store to co-operate with the department.

This Idea Helps Selling

The importance that attaches to demonstration in the housefurnishings section is also illustrated in the present arrangement adopted by the Robert Simpson Company on their drapery floor. Around a number of the pillars are built permanent, three-winged elevations about seven feet high, the construction of each suggesting three walls of a room. In the centre panel of each group is a window treated with drape and curtain ideas, while the two other panels are wall paper suggestions. In some cases all three panels have windows, all of different sizes, for the purpose of illustrating the suitability of various fabrics for certain windows.

Around each pillar, therefore, is a series of four distinct treatments and salesmen say the idea is helping very materially to sell the goods.

Co-Operate With Council

A Peterborough merchant gets after the City Council of that city for their failure to confer with "people who pay the largest percentage of taxes" on matters of civic improvement, such as the paving of an important section of street. The town or city that attends to these matters in an enterprising manner is investing in good advertising and if merchants are not members of councils they should, at least, give their representatives the benefit of their advice.

John S. Brown & Sons, Ltd.

Linen Manufacturers

Belfast, Ireland

Beg to advise that Mr. C. Conduit will begin his regular trip next week, with a complete range of "Shamrock" Linens for Spring 1913 indents. He will also offer for immediate delivery goods from stock in our

Canadian Warehouse

84 Wellington Street West, :: Toronto

The Celebrated

'SKELDON' BLANKET

ALL PURE WOOL

Made in Ayrshire, Scotland, on "Ye Banks an' Braes o' Bonnie Doon," and Washed in its Pure and Classic Waters.

KNOWN and APPRECIATED, the WORLD over.

SCOTCH FOLK will be glad to get them.

A Supply of REAL HIGHLAND HEATHER sent by Makers with Goods. A Sprig may be given with Blankets to each Customer.

WHOLESALE AGENTS

A. WRIGHT & CO., 7 Sylvester Willson Bldg., Winnipeg

JAS. GROIL, St. Nicholas Bldg., Montreal

MAKERS

MILLER & PORTEOUS, Limited

Skeldon Mills

HOLLYBUSH, AYRSHIRE, SCOTLAND

Fall Importations of High Grade

Oriental Rugs

TO THE TRADE

I beg to inform wholesale buyers of genuine and high-class Oriental Rugs that I have just returned from a buying trip to Constantinople and other Rug districts of the Orient, where I have carefully selected and secured large consignments of all sorts of fine Oriental Rugs. With a large and most complete stock of fine Rugs in my warehouse, I am now ready to fill any orders at lowest wholesale prices.

Buyers are invited for inspection, and mail orders given my personal and careful attention.

Levon Babayan

Wholesale only

77 Bay Street, Toronto, Ont.



Distributing problems of underwear seconds and featured numbers — Added numbers and styles — Staple hosiery orders on safe lines — Another season of gauzey lisles, silk and lisle combinations in light weights

Knitted goods departments for Spring, both women's and men's sections, are to round out in good shape if the ranges now going to the trade are any criterion. Wholesale sample and placing orders on underwear are complete and travellers started on the road. The assortments in each jobbers' set of samples are larger this year, as wholesale buyers are disposed to try out lines which should prove profitable to merchants.

The volume of orders received so far at the mills is satisfactory. First quantities on order will be shipped December and January as usual. From late advices, mills in some instances are sold up for February and will not accept any further business except for March. This shows that wholesale quantities are larger and the rush is not overestimated. Spring samples of knitted garments for sporting, athletic, and early novelty wear, assorted and going to the trade the latter part of this month will give buyers varied selection. Plenty of incentive to boost departments is given.

* * *

Seconds Cause Comment

Distribution of underwear and the disposal of "seconds" is causing more comment than usual in the mills and throughout the trade. Seconds are "job" business and merchants not anxious to develop it because customers are apt to be disgruntled or form wrong opinions of the integrity of the merchandise handled. Manufacturers always try to sell factory clearances at the highest consistent figures. It is a matter of quantity and price. Merchants have complained from time to time that they were unable to share in the distribution and were unable to buy competitive seconds. Mail order houses practically had a monopoly.

While this may be true to some extent at present in some mills and quantities disposed of at one time a favorable argument in wholesalers' and manufacturers' favor, conditions have changed somewhat. Large buyers do not pay any more per dozen than they can help in the interest of their departments. Mills therefore, have been met with the same proposition, hoping to obtain better prices.

In clearing up odds and left-overs quickly at a price, the placing of seconds in the merchant's hands direct, or through jobbers, is optional. Better prices are the real object and as the larger buyer expects to procure the lowest figure possible, he also has the lever that no other concern can handle the quantities.

* * *

Anticipating Seconds

Usually, about ten days before a merchandising sale or underwear price event of a seasonable nature, buyers write or telephone to find out if the mills can oblige their firms with 10, 20, or 25 dozen seconds—as the needs may be. It is pointed out that these quantities could be anticipated. Buyers know in advance the quantities required and can specify dates for shipment. These lots could be made up by the mills and splendid assortments foreseen.

Selling seconds must not be thought a problem among manufacturers because, on cotton underwear (flat knitting and spring needle machines), the proportion of loss is from ½ to 2 per cent. in the respective mills. Untoward circumstances and changes in machinery or samples may increase this. On wools, finer silks and wools and all silk, the ratio of loss is conceded to be about 5 per cent. of the output.

To show the attitude of some mills, seconds for Spring can be bought right now at from 25 per cent. to 33 1-3 per cent. discount.

The quantities of seconds distributed to the trade at large will be correspondingly larger this coming season. Combined with the sets of samples sold as seconds by jobbers, the trade should be willing to take advantage of some favorable quantities and price

concessions. Placing seconds does not trouble manufacturers' agents or jobbers, but favorable distribution at a fair price rests with the trade at large.

* * *

Merit of Catalogue Numbers

Another suggestion embodied in underwear retailing and distribution is evident in comparing quantities handled by jobbers and through retailers and those sold by mail or catalogue. The only conclusion to draw is that the average merchant is overlooking the merits of these numbers. Wholesalers are not entirely to blame and cannot afford to comment on orders. Merchants, too, are satisfied that orders placed supply the demands of their localities.

* * *

Planning for Spring Business

In planning for Spring business, wholesale buyers order as many sample sets as required and anticipate quantities likely to be needed to ensure deliveries. In considering the same numbers as shown by the first orders of the different warehouses, quantities sold or repeated do not pay for the handling and necessary samples.

For instance, from 20 to 30 sets are sent out by wholesalers, which means that merchants see the goods. Total orders do not amount to more than $2,000. This is less than 1-6 of the initial orders of individual concerns.

* * *

Number of Ranges Increased

Ranges of Spring underwear are not much changed in individual mill samples, but the number of ranges increased both by the added representations to the trade and first sets from new mills, now being sized up by the buyers. A new standard not formerly reached by domestic trade is evident in better goods, higher-class makes and styles to add tone to department showings.

The growing favor of new knit fabrics being featured, porous, bird's-eye eyelet, flat knit balbriggans, fine silk lisles, silks and silkette, Spring needle ribs in new combinations and the showing of Swiss samples, finer lisles and elaborately hand-crochet trimmed silks is evident in first orders. The development of new lines in women's combinations in flat weave balbriggan and new weaves, children's flat weave pantalets, cotton jerseys, middys and rompers with one and two piece bathing suits is an opportunity to broaden departments. Style demands, as seen in tailored garments, are being well received. Better values at favored prices include more detail of finish, trimmings, size, and cut. Buyers have every reason to take advantage of the upward trend in underwear merchandising, this coming Spring.

"DOMINION" SWEATER COATS



Give satisfaction because they are knitted from selected wool by the most up-to-date machinery. The styles are up-to-the-minute both in design and color combinations.

Before ordering your Fall and Winter stock send for full information about "Dominion Brand" lines. Made to please the different tastes and needs of Men, Young Men, Women, Misses and Children.

Write to-day for samples.

A. Burritt & Company
DOMINION MILLS
MITCHELL - ONTARIO

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

FIVE HOSIERY BRANDS
Worth While

always satisfactory for THE WEAR IS THERE

"ITALIAN SILK"

"PARAGON" "EXCELSIOR"

"ECLIPSE RIB" "GAUZE SILK"

Your Wholesale House Can Supply You.

Thomson Knitting Co., Manufacturers, **London, Ont.**

SELLING AGENTS:—

W. R. Begg, 20 Wellington Street West, Toronto, Ontario; Stuart M. Campbell, 400 Hammond Building, Winnipeg, Manitoba; A. R. McFarlane, 506 Mercantile Building, Vancouver, B.C.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

"King Quality" The HOSIERY HOUSE of Canada "Queen Quality"

Our travelers are now on the road for Spring 1913 with—KING QUALITY MEN'S HALF HOSE and QUEEN QUALITY HOSIERY & GLOVES for women and children.

The lines throughout are most interesting and it will pay you to wait for our representative.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.



Please mention The Review to Advertisers and Their Travelers.



Merchandising furs for a profit — Confidence in stock most essential — Customers must be always informed and will always make comparisons Some frequent mistakes in handling furs — Alterations not properly attended to

FUR departments are considered the hardest in the store to merchandise successfully. The usual complaint is that only an exclusive furrier can properly handle fur garments and make any money.

Often the reason for non-success of departments is lack of confidence both in stocks and selling ability. Some times the lack of information or amount of sale involved also is more to blame. Fur departments are looked upon as a source of trouble for salesmen.

The attitude of the heads of departments, the effect of the weather, and the fact that the selling season is not as long in some localities as transient trade causes in larger cities, add to the difficulties. But salesmanship is not so essential to successful retailing as most salespeople believe or are inclined to fear.

* * *

Customers Must Be Informed

In the first place, very few customers know any more about furs than their good judgment, comparison of different garments or pieces, and competitive furriers tell them. Salesmen are depended upon for information and, in deciding, customers also have to rely on their own or invited criticism by others who accompany them.

Selling furs is an everlasting worry, season in and season out. The successful fur department is the result of continued personality, publicity and push. More furs are sold by telling argument and suggestion out of season than can be traced at the actual time of purchase.

Fur Sales Can Be Boosted

Most furriers know the people of their localities and have a satisfactory list of prospective customers. The conditions of clients' furs, likelihood of future sale, financial possibilities and the need of furs, style preferences, garment or pieces required to complete the wardrobe and other statistics are available for use in promoting business.

As a fitting example of development in fur selling, the position of the bank manager is suggested. At one time the head of a bank could always be found at the office and did not think it necessary to go out and invite or solicit business or accounts. Now, conditions are different. Fur selling can be boosted by going after it and instead of pounding for 8 months, missionary work is going on during the entire 12 months of the year.

Quiet personal interest and educative suggestion usually result in a favorable sale. To cheapen the standard by so-called peddling from door to door is unnecessary, but merchants handling furs properly practically obtain the same result (minus the lessening effect), through their advertising, catalogues, demonstrations, salesmen, and co-operation with travellers.

* * *

Look After Repairs

Factory conditions at present do not indicate that furriers look after repairs and alterations as sucessfully as might be done. Work is piled up and future repairs are promised for Christmas, which the average furrier knows is no more than another furrier's timely excuse. The point is, however, that many of

these repairs could have been anticipated and finished to date.

For instance, both merchant and customer arrange and fully intend to look after the matter, and have the work done early. The garment or fur is neither sent in or sent for until the rush of the season is on and the wait and disappointments occur. The hint is that merchants are surely neglecting sales departments, if they forget to look after minor repairs early.

* * *

Display According To Investment

The average merchant or departmental furrier loses sight of the investment in furs handled and overlooks the importance of display consistent with the money involved. Results are apt to be blamed on the need of a practical furrier in charge and are not a fair test of selling possibilities.

A $5,000 stock of furs does not take up a great deal of space compared with many other lines of merchandise. The method of keeping stock is sometimes the very detriment to sales. Some examples suggest improvement.

Fur stoles and throws are hung over a line in the dress goods or ready-to-wear department and everybody is expected to sell furs, with the result that no one really feels responsible. One piece only of a style is shown and duplicates kept in reserve in boxes. Customers are not given any selections or comparisons at prices. Attention is diverted by other customers or nearby sales, after a spool of thread or some other trivial want, and the customer's interest is lost.

On some furs, merchandising is as staple as butter and eggs. Every merchant knows that when two furs, which cost the same are marked at different prices, customers buy the higher priced first, guided more by the figures quoted than actual value. It is a fair advantage when the end of the season is considered.

Another frequent mistake in fur merchandising is evident in connection with larger sales—garments which merchants are unable to stock, because of the style, cut, novelty, or price. Some merchants are satisfied with $10 on the turnover of a garment or fur set, which is considered as so much extra business.

But the cost of doing business is lost sight of. More to the point, competitive attitude is such that whereas a profit should be gained by someone in business for a fair profit, the result is that the garment is furnished at a loss. Profitable business demands an advance of sufficient percentage to cover the cost of doing business and a satisfactory advance on every turnover.

* * *

Best Location for Department

The second floor front is claimed to be the best space in a store for showing and retailing furs. Experience will show that proper display with millinery and ready-to-wear garments is often a good excuse for introduction and fur talk. However, no set rule can be given, because furs sell where people congregate or can be interested. The salesman who is alive to his weather opportunities is quick to follow up the advantages of early connections.

Another feature in the display of furs is their appearance. Glazing furs is an easy process, but few departments take the trouble to do it. Furs are aired and beaten to renew the spring and feel. Simply brushing with a soft wet brush improves the lustre and sets the direction of the hair. Minor details of lining, small breaks in the skins, broken loop and loose buttons or hooks and chains often mar a sale.

* * *

Comparison a Selling Factor

If customers always buy the higher-priced fur it is an indication that, by comparison, their interest is maintained long enough to go through the stock to satisfy themselves. The suggestion is, open out the entire stock and show it. The non-decision of customers is often a desire for further comparison.

A passed sale in furs is never a sale entirely lost, much less an excuse to cut prices to force a purchase. If the fur department can afford to wait and give customers time enough to compare, confidence in style, competitive prices, and the desire for a fair profit will help in a large measure to satisfactory results. Customers have the money and with all the season ahead, merchants can wait for prices and obtain the profits which, from showings in other departments, there is every reason to expect.

And usually results are satisfactory if salesmen and merchants have confidence and ability sufficient to allow the turnover to show profits warranted.

—⚙—

Angelina Charest, carrying on business under the name of O. Lemire & Co., 204 St. Denis St., and 291 St. Catherine St., Montreal, recently assigned with liabilities in the neighborhood of from $78,000 to $80,000. The largest creditors are the following:—Brophy, Parsons and Rodden, Limited, $1,250; W. R. Brock Company, Limited, $3,250; Banque Provincial, $7,900; E. T. Corset Company, Ste. Hyacinthe, $1,700; Gault Bros., $9,000; Greenshields, Limited, $7,500; Gordon, Mackay and Company, Toronto, $600; Hodgson, Summer and Company, $2,600; P. P. Martin and Company, $1,800; A. C. Morin and Company, $7,000; McIntyre, Son and Company, $2,900; La Presse, $1,500; A. Racine and Company, $8,500; Stuart and MacDonald, $3,650.

REDMOND FURS

Cannot be beaten in either Value or Style

We can prove the VALUE by sending you samples.

Our new catalogue proves the STYLE.

If you have not yet received a copy
SEND FOR ONE TO-DAY

Our floors are crowded with new goods awaiting your commands.

THE REDMOND CO.

MONTREAL WINNIPEG



FURS

Moose Head Brand

HIGHEST GRADE OF FURS
THAT ARE PRODUCED

Established 1852

OUR CATALOGUE IS A WORK OF ART
IN KEEPING WITH OUR LINE } **Examine It**

L. GNAEDINGER, SON & COMPANY
MONTREAL



HIS MAJESTY GEORGE V.

The Monarch Hat

(REG'D TRADE MARK)

EVERY HAT GUARANTEED

Devote a little time for your customers' sakes
and inspect our range for

SPRING 1913

NOW BEING SHOWN

FELTS and STRAWS

L. Gnaedinger, Son & Company
MONTREAL



Please mention The Review to Advertisers and Their Travelers.



"BISHOP"
COATS

—the height of man's comfort

They are genuine fur coats with all the appearance of the highest priced, though moderate in price.

They embody the well known "Bishop" qualities—good materials, perfect workmanship and comfort.

It is genuine value that attracts the dollars to "Bishop" coats.

See our range.

"BISHOP"
FUR ROBES

have the "Old Buffalo" outclassed.

Though robes are often termed to this day Buffalo Robes, there are really none on the market. The "Bishop" robe far excels the "Old Buffalo" in appearance and general service.

The "Bishop" is the robe of the day in Canada.

Stock a few this Fall.



The J. H. Bishop Co.

SANDWICH, -:- ONTARIO



DRESS ACCESSORIES



THE SEASON'S OPPORTUNITY

The ribbon department can at this season of the year be converted into a scene of unusual activity by the production of made-to-order novelties such as sashes, jabots and flowers. Many stores are fortunate in having on their staff at least one person who is skilful in making these little fancies. It helps materially in the turnover.

Handsome veiling novelties shown — The chenille dot again a feature — Narrow ribbons for millinery — Coming Fall will be a wrist length glove season — Fabric gloves good sellers — Neckwear manufacturers busy — New types making their appearance

EVERY effort is being made by the manufacturers abroad to cultivate a strong renewal of interest in veilings by the production of novel and attractive designs. Millinery modes, they feel, are favorable to the wearing of a veil and every effort is being made to place veilings in more than a staple position. The French milliner, Georgette, who is noted for the frequency with which the new ideas she launches are taken up, is paying particular attention to veils and this alone is a helpful indication.

Shadow lace effects with woven motifs are the latest novelty and the new shipments for Fall include many patterns in all-white, all-black and in black and white combinations.

In these veilings, fine leaf tracery stands out from delicate mesh backgrounds, and in many instances the distinctive Shetland meshes are reproduced and some of the newest of these veilings are further embellished with chenille dots. Often these dots form part of the pattern such as a cluster of berries, or the centre of a flower. Then, again, floral designs are enriched by the use of geometric designs between the pattern motifs, and some very new designs of dots can scarcely be said to form a flower, but certainly suggest the same.

New mesh veils by the yard are chenille dotted and have heavy dotted side borders. Another idea is to border the dotted veiling with a hem of Malines.

Hodgins Bros.' store, Goderich, was badly damaged by fire September 13, and the stock, valued at $45,000 was ruined. There was an insurance of $39,000 on stock and $800 on fixtures.

Demand for Sash Effect

This is a style feature which creates good business in ribbon department — Narrow widths the millinery novelty

Now that the millinery openings are come and gone, unless the unforeseen and unexpected occurs, which often happens in the millinery business, there promises to be only the usual demand for ribbons from the millinery section of the trade. But to make up for this, there is a growing demand for sash effects that promises an outlet for no inconsiderable yardage. Just at present, black velvet ribbons in the medium and wider widths are selling freely and the reason is not far to seek, for nearly every lingerie gown has a sash of loops and ends at the back. Black velvet ribbons in narrow widths are also extensively used by the neckwear manufacturers and the same applies to a much more limited extent to the use of several relief colors such as fuchsia, National, and flame.

For millinery purposes, after being out of use, narrow ribbons are having a revival. These ribbons are made up into cockades and are pleated and formed into flat bows. Moire is very fashionable for this purpose, and so are fancy-edged faille and cord ribbons. Cords and failles have fancy edges in picot, looped and cord effects, and these edges are, as a rule, black in contrast to the color of the ribbon.

Rich printed velvet ribbons in wide widths are used for drapery effects. These ribbons are very handsome and are in large floral patterns.

Flowered ribbons are more beautiful than ever. As a rule, the floral effect is confined to the border,

"The Ribbon House of Canada."



"Ribbons of all Kinds Widths and Shades."



None Too Narrow or None Too Wide For The Barry Range

We Have Everything in

RIBBONS

As the Winter season approaches holiday demands for ribbons of all kinds are most insistent.

From the tiny baby ribbon to the widest sash ribbon, including silks, satins, velvets, etc., our range is most complete.

Fancy ribbons of all kinds in the season's leading color combinations are found in the "Barry" range in a fine assortment.

"Barry" prices are right.

"Barry" service is unequalled.

We pay special attention to **Mail Orders,** and **guarantee** absolute satisfaction with every sale.

Get ready for the holiday trade by sending for our samples.

W. H. Barry & Co.

Montreal, P.Q.

Winnipeg Branch:
SILVESTER WILSON BUILDING
J. R. Galbraith, Manager

the ground of the ribbon being in dark rich changeable colors. Some of these ribbons have the border only on one side, and some of the new ribbons have floral stripes, but all unite in showing the changeable idea in the ground. Changeable faille and taffeta ribbons have velvet edges, and some ribbons are half of printed velvet and half of taffeta or faille. Another novelty is the faille ribbon with the plush edge. This plush sometimes imitates ermine while the centre stripe is of faille or satin.

Brisk Demand for Ribbons

Montreal dealers say there has not been a slack period this year — Shots, stripes, ombrays and one-sided effects

Montreal, Sept. 2.

Among the new ribbons shown for Fall are some very handsome fancy effects including shots, stripes, ombrays and one-sided effects. The latter, it is predicted, will be very popular judging by the way they have been taken by the trade.

These one-sided ribbons are shown in various combinations of colors, with stripes or floral designs of contrasting shades, and with many-colored markings somewhat after the Persian style. Some of the wider ribbons are about one-third in varying stripes and the balance of the width in ombray or shot effects and a narrow border. Others have alternating panels of plain shades and floral design. Moires are also used with panels of plain color divided with a very narrow satin stripe.

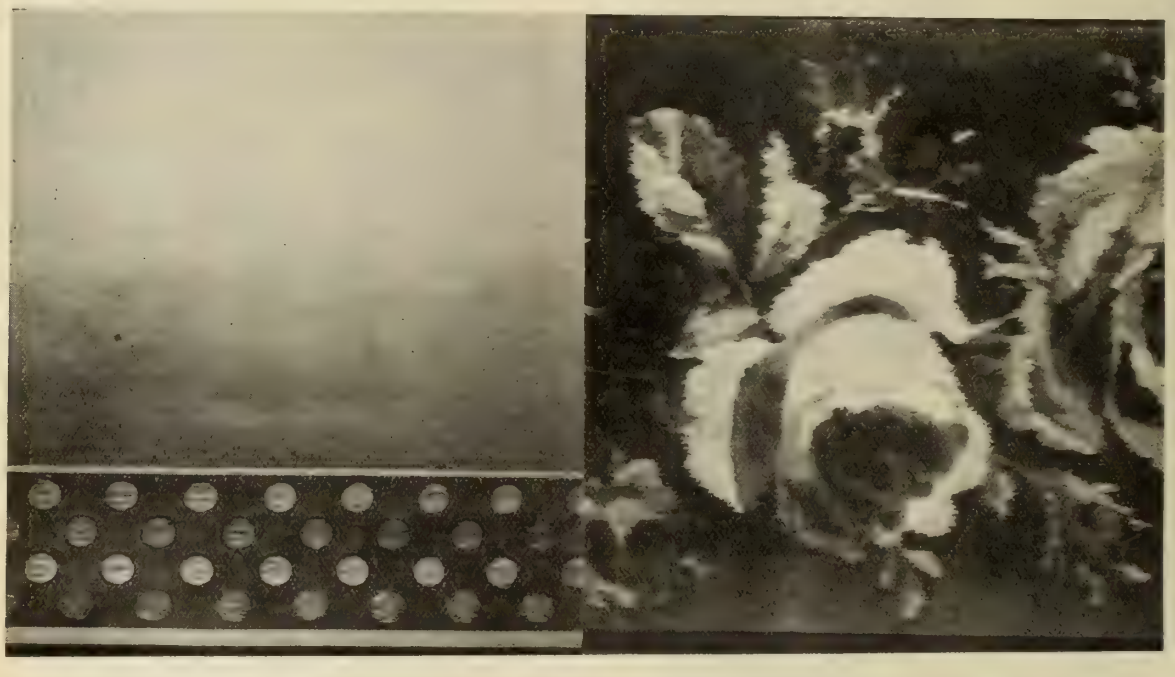
The best shades seem to be browns, blues and greens in their various shades while the markings run the whole range of the color card. Corded ribbons are also selling well and plaids, as is usual in the Fall, are again in good demand.

All through the Summer there has been a fairly brisk demand for ribbons and the dealers say there has really not been a slack season this year. The outlook for Fall is considered particularly bright and generous orders have been booked from all sections of the country.

In plain ribbons the satin Duchess is said to be proving a good seller, while taffetas, moire and corded, are being taken well. Browns, especially the golden browns; the more delicate tints of blue, including Saxe blue, and all shades of green have been the most sought after.

Among the new color combinations shown are some that are particularly striking including blue and green shades, green and red, and green and brown.

Some very handsome flowered ribbons, satin with velvet flowers in natural colors, are being used for dress trimming. These ribbons are about six to eight inches in width and for very dressy women are likely to be popular, though the price precludes a large sale.



Novelty ribbons shown by H. F. Watson, Weldon & Co., Montreal. On the left is seven-inch pattern, combining ombray effect with panel border of spots in four colors. On the right is a pattern with velvet flowers in natural colors.

FANCY GOODS NOTIONS & TOYS



The advance promise is for a big season — Buyers have bought freely of holiday novelties — Selling active in the needlework section — Punched work increases in favor — The introduction of Reticella crochet motifs the new feature — Tapestry effects in tinting and darning—Package articles sell well

THE various houses interested in fancy goods are looking forward to a big Fall and holiday season, a view that is evidently shared by the buyers who have been busy making selections of novelties for the Fall and Christmas trade. Though the early buying has been accomplished, there is always an outlet for something new at this time of the year. Another factor that adds to the importance of these later showings is that buyers now do not place as large advance orders as was usual a few years ago. Little and often and something new seems to be the present rule.

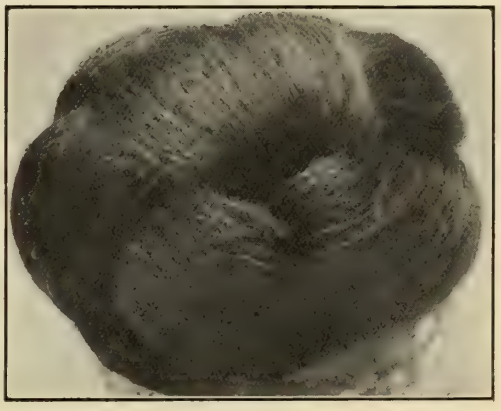
Prepare for Needle Work Demand

The needlework section always looms large at this season of the year and there is an early demand for needle-work novelties. As soon as the holidays are over and the longer nights arrive, the woman who makes her Christmas presents begins to get busy, and the department should be ready to interest her.

Punched work though not new is greatly favored. A new idea is the introduction of reticella crochet motifs as a part of the pattern. The motif is crochet into a square or diamond design, is then buttonholed onto the cloth and the material is cut away. Centre-pieces, doileys, runners, cushions, pillows, etc., both in white and in natural linen are treated in this manner.

There is an unfailing demand which is sure to be augmented for embroidery linens and crashes, both white and natural, and also for towels to be finished with hand-embroidery and for fancy hucks and damasks. In many departments, the proper lengths are cut off and are piled upon the counter so that the customer is able to select what she wants.

Combinations of tinting and darning are favored for pillow tops, runners, work-bags and other articles usually developed in crash and natural linen. This work is easily done and some of the pieces have the appearance of a handsome piece of tapestry when the colors are properly chosen. Not only is the effect gained exceedingly good, but the work entails no great effort and is both easily and quickly done.





Two coiffure novelties, the top illustration being a chatelaine braid and the other the Ondule chignon.—Shown by J. Palmer & Son, Montreal.

Package Articles Favored

There is a growing favor for package articles, that is, when the stamped linen and the materials for working the design are put up in the one package. Not only is time and trouble saved in making a selection of colors, but in many cases the price asked for the package is less than when the stamped article and the materials are bought separately.

A novelty in stamped goods consists of a card table cover. The decoration consists of a simple floral design and hearts, clubs, diamonds and spades and there is either a monogram or a table number introduced prominently in one corner. There is a wide hem all round through which a draw-string is run and little pockets at the corners will hold counters or coin.

Many new pillow tops exploit the "rambler rose" patterns. Green or black linen is often used for the background and wreath, spray, basket and ribbon designs are all used. Heavy shaded silk is, as a rule, used in the production of these patterns, but there are always women who will prefer to do their own shading.

There is quite a preference given to the long pillow, instead of the old-time square cushion, and very few ribbon frills are seen. The ends are finished either with a Cluny or hand-crochet lace or a matching cord is put round the edges of the pillows.

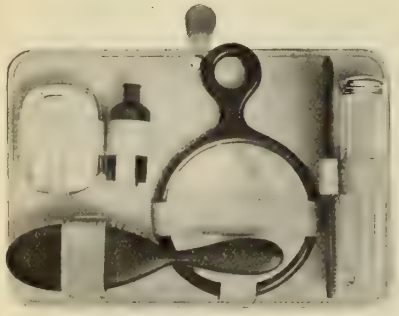
Patterns that call for considerable skill on the part of the worker, feature French knots. Many large flowers have the centres formed of French knots done in couching cord.

Strong Showing of Hair Ornaments

With the opening of the theatres and with the season when indoor entertainments must rule, at hand, every department that is up-to-date will make a strong showing of hair ornaments. This is an immensely popular line and one that promises to be a fast seller, both in expensive and in popular-priced numbers. Hair bands come in pearls, and in white crystal and colored beads and in gilt and silver. Also in floral effects in chiffon, Malines and messaline. Bandeaux of jet and of rhinestones set in silver, finished with a spun glass, real osprey, or a marabout mount are shown. Spun glass, marabout and osprey ornaments mounted with flowers, butterflies and other designs in silver and rhinestones, and in gilt and tinsel are showing in a wonderful assortment of delicate shades and color combinations. Many of these mounts are a glittering, quivering mass of tiny spangles.

"JULIAN SALE"
LEATHER GOODS

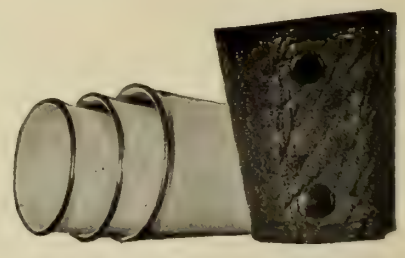
No trouble to sell our goods because your customer knows the name "Julian Sale" stands for the best, and the goods are guaranteed.



FITTED STAND
FOR
TRAVELLING BAGS
One of the best selling articles ever made. Retails from
$2.00 to $15.00

CATALOGUE
No. 29
READY SOON

The Julian Sale
Leather Goods Co., Ltd.
105 King Street West
TORONTO



DRINKING CUPS
We carry all qualities, but there is a great demand for the better goods for Christmas Trade.

TOY AND DOLL BUYING



Now is the Time

Early buyers of Holiday goods secure many advantages that mean dollars and cents in large figures later on.

Our stock is complete. The big leaders in popular lines that often run short during the season can now be had and all the latest novelties are available to the October buyer.

The volume of your business and your profits on Holiday goods can be increased by making a visit to any one of our houses at this season.

NEW CATALOGUE READY OCTOBER 1ST.

NERLICH & CO., 146-148 FRONT STREET WEST
(Opposite UNION STATION)
TORONTO

WINNIPEG	MONTREAL	QUEBEC
52-54 Albert Street	301 St. James Street (cor. Victoria Sq.)	76 Bridge Street

READY TO WEAR GARMENTS



The Buyer's Viewpoint

For misses' and small women's wear the belted and Norfolk suit models are selling well.

Introduction of pleated models in separate skirts suggests some very important changes. No deviation from the straight line, however, is noticed.

Promising outlook for the separate coat — Popularity of the auto influencing sales in these garments — Evening coats featured in dark colors and many of them are draped — Middy and Norfolk styles for winter wear — Popular-priced embroidery models in dresses

The popularity of the auto is influencing a big sale of separate coats. Evening coats are featured in dark colors and many of them are draped.

The season is opening up well for separate coats and the fact that they are selling so well is attributed in most departments to the popularity of the automobile. Manufacturers have put out exceptionally handsome models for this Fall aided in their preparation by the appearance and quality of the cloths used. The soft shaggy cloths are rich, warm and comfortable-looking and as they are much lighter in weight than their appearance would indicate they are well adapted to making up into coats for Winter wear.

A feature that will help the sale of coats materially and one which should prevent repetition of the trouble of last year when reversible cloths dropped out because of their over-popularity, is the variety that manufacturers have been careful to introduce. There are heavy tweeds and mixtures, chinchillas, boucles, velours, ratines, zibelines, diagonals and double-faced cloths. Where the double-faced cloth has a reverse that is quiet in tone, a touch will appear on cuffs and collar, but as a rule, the reverse side only forms the lining and serves to give richness of effect to the coat.

As the materials are so handsome, little trimming is needed and only the handsome buttons are seen on many models. A few have velvet collars, but, as a rule, the cloth itself is considered sufficiently handsome.

The big feature of the new coats is the closing and nearly every model is adjustable. Buttons and button-holes are cleverly introduced in such a manner as to make it possible to change the large revers and flaring collar into one that buttons closely up to the throat if desired.

Buyers are beginning to take interest in evening coats. These coats are very handsome this year and novelty models are developed in velvet and plush. Broadcloth and satin also are employed. A coat of this class of black velvet was trimmed with beaded passementerie and bands of sable fur. A panel of passementerie edged with the fur formed the back and disappeared under the collar in front. The coat was kimona-cut with the wide sleeves set in with a piping into a very long shoulder. The sides and back were pleated up in pannier fashion just above the hem into the back panel. The front had a band of fur and was draped over to the left side and fastened with handsome frogs of beaded passementerie. This coat was lined with pale yellow satin. Many evening coats are of dark color such as black, blue, brown or taupe and the necessary relief is given by the use of light-colored linings.

ECLIPSE GARMENTS

are

The Standard of Comparison From Coast to Coast



OUR customers tell us this is the case. All we claim is that we are trying to live up to this reputation. We do believe that Canadian made garments are the equal of any similar goods made

ANYWHERE IN THE WORLD.

There is nothing we are prouder of than the facts: (1) that Canadian factories are up-to-date, sanitary, desirable to work in and equipped with the newest labor saving machinery; (2) That Canadian men and women employed in our factories are highly skilled, industrious and earn "good pay."



ASTONISHING changes mark the advance of Canadian factories during the past few years. In our own factory two machines now do the work that three machines were formerly required for, and in the case of special classes of work one of our new machines and one operator can do the work it took five machines and five operators to do. This is

THE EXPLANATION

of our present amazing values. If you have seen our new samples and our new prices, you will admit that we can scarcely claim too much for them. They talk for themselves and do their own selling.

The Eclipse Whitewear Company, Limited

16 McGILL COLLEGE AVE., MONTREAL, QUE.
324 KING STREET WEST, - TORONTO, ONT.

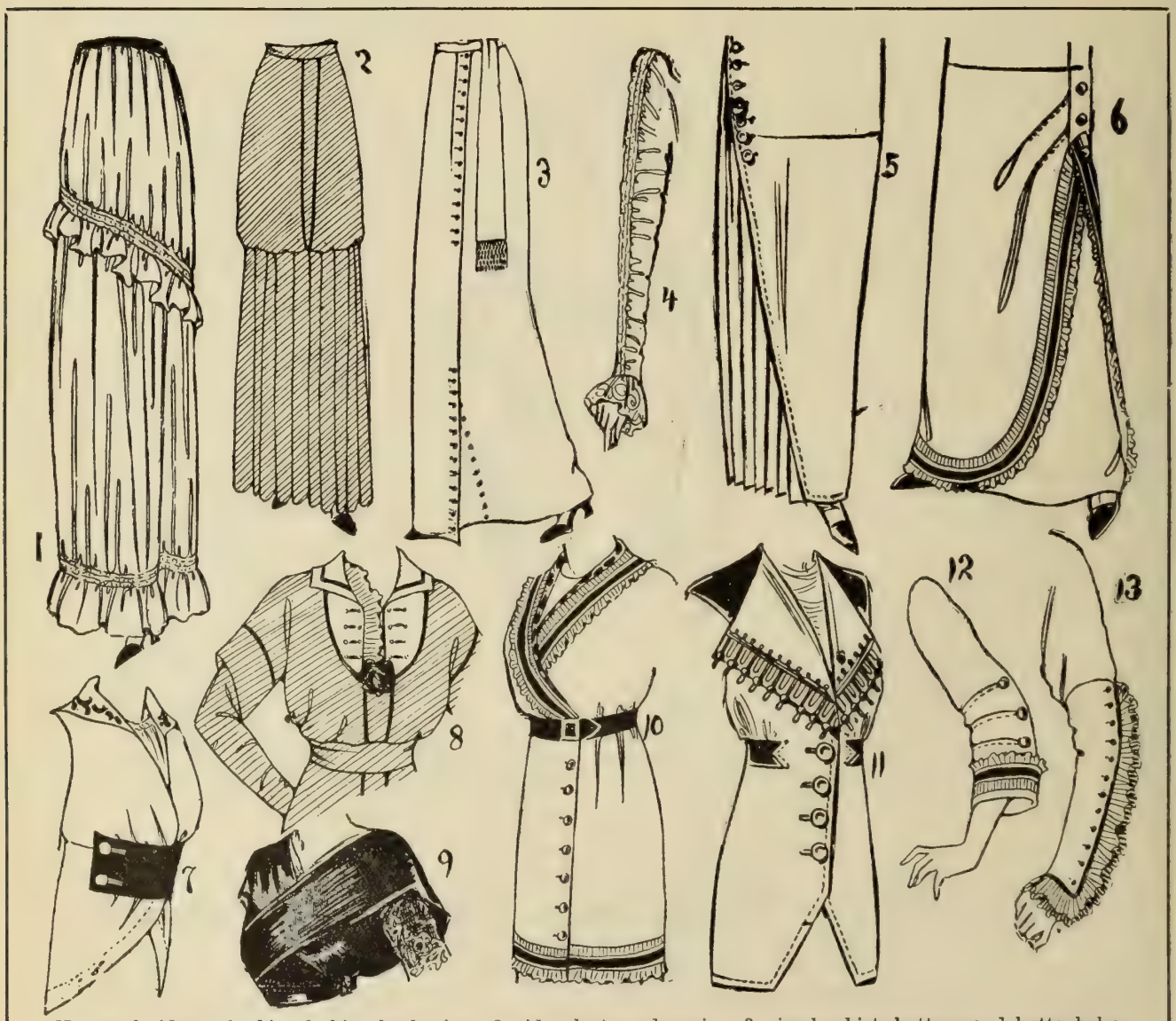
Suits and Separate Skirts

Late models for the novelty trade are often developed in velveteen. The greater number are in plain cloth with blue and black the colors most in evidence. Many smart suits are made up in novelty velveteens, in fancy cord, two-tone and mixture stripes. Corduroy is shown, but chiefly for misses' wear and made up into belted suits. The cut and style used shows little or no change and introduces no new feature. As the materials are handsome, little trimming relief is needed and that used consists of a little braid and the inevitable buttons. A little relief color is also introduced in the collar and a few models show a vest of broadcloth. Very narrow lines of fur such as pony or Persian lamb are used to edge collar, pocket and cuffs. A vest of broadcloth in contrasting color is a new idea taken up by some manufacturers.

Smart Belted and Norfolk Models

Belted and Norfolk models are to be a big feature in Misses' and small women's suits. They will be very fashionable in the wide two-toned diagonals and in cheviot serges. These models, of course, have the square cut front, but the cutaway coat rules in other suits, many smart models gradually rounding to a rounded point at the back where the full length only is attained.

The majority of the suit coats sold are 32 in., though 34 is also taken. This season promises to be



New style ideas—1, shirred skirt, back view; 2, side pleats and panier; 3, simple skirt, buttons and buttonholes; 4, shirred long sleeve; 5, tailored skirt with pleats; 6, tailored skirt, braid trim; 7, odd fastening idea; 8, good blouse design; 9, crossed wide bands; 10 and 11, tailored jackets; 12, tailored jacket sleeve; 13, long gown sleeve. From Women's Wear, New York.

one in which the benefit of deciding upon a definite coat length will be shown. Paris model houses are, according to accounts of the Fall openings, undecided upon this point and suits in lengths varying from 22 to 36 inches are being shown by the different houses. This indecision will not be reflected either in the States nor in Canada and the 32 and 34-inch models will carry through the Fall season.

This influence will be taken into consideration in fixing the suit coat length for the Spring season, preparations for which are now commencing.

Though it is being taken up rather conservatively, buyers all favor the new Robespierre form of collar. It is rapidly being put out in a variety of practical and becoming models, some of which have the addition of a vest. These vests are made of velvet satin or broadcloth and are not only a practical addition but are liked because they furnish a means of introducing novelty touches and becoming color contrasts. This effect of contrast is sometimes gained by using bright-colored linings and high-grade navy or dark blue or black suits are lined with fuchsia, National or orange satin.

Separate skirts follow closely along the lines laid down for suit skirts.

Popular-priced skirts have to be smart and up-to-the-minute, and of good material, suitable for every-day wear.

As in other lines, skirts for juniors and misses are a development that has added extensive business, this is a logical development as the separate skirt and waist is the most suitable costume that a young business woman can adopt.

The novelty in separate skirts, as in suit skirts, consists in the introduction of pleated models. Though pleats are more used, there is absolutely no deviation from the straight line. Kick pleats and panels are the most usual way for the introduction to be made, but some important models are pleated all round and are held in places by lines of tape at the back. Buyers are cautious in sampling these models and are waiting to see how their customers like the new innovation, and further orders will depend upon their reception at customers hands.

Novelty in School Frocks

Buyers are taking kindly to the novelty in school frocks described in the last Review. This model has a loose panel in front that fastens down to the skirt by means of buttons and button-holes. When the child arrives at school the panel is unfastened and turned up and buttoned to the yoke forming a bib that protects the waist from soiling. In addition, there are pockets provided for pencil, pen, handkerchief and a small buttoned-up pocket for money or car ticket. This dress is practical and repeats are coming in from the majority of buyers who included this model in their earlier shipments.



You Should Recommend

"GENEVA" CHOIR GOWNS

To The Churches in Your Town

You need carry no stock and your profits are good.

With holiday festivities come the special Church ceremonies with their dignified solemnity of song and music.

Did you ever notice what a jarring note an unvested choir strikes on such occasions? Whereas the well gowned choir seems to blend in with the surroundings.

Many merchants have won the good will of churches where they have been instrumental in having their choirs gowned. Your influence will go a big way in bringing about this reform.

No stock to carry and profits are good. Introduce this church reform in your town.

Write for Particulars.

The Miller Manufacturing Co., Limited

251-253 Mutual Street :: :: TORONTO

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

BROADENING THEIR SCOPE.

Martin Smith Co., Limited, Toronto, ready-to-wear manufacturers, have added five thousand square feet to their factory. This is a notable fact when it is considered that this firm only started in business a few months ago. They are also placing garments for juniors on the market. These come in sizes 13, 15 and 17, and are designed for the girl who is small for her age and who can find neither size nor style suitable in the misses' range.

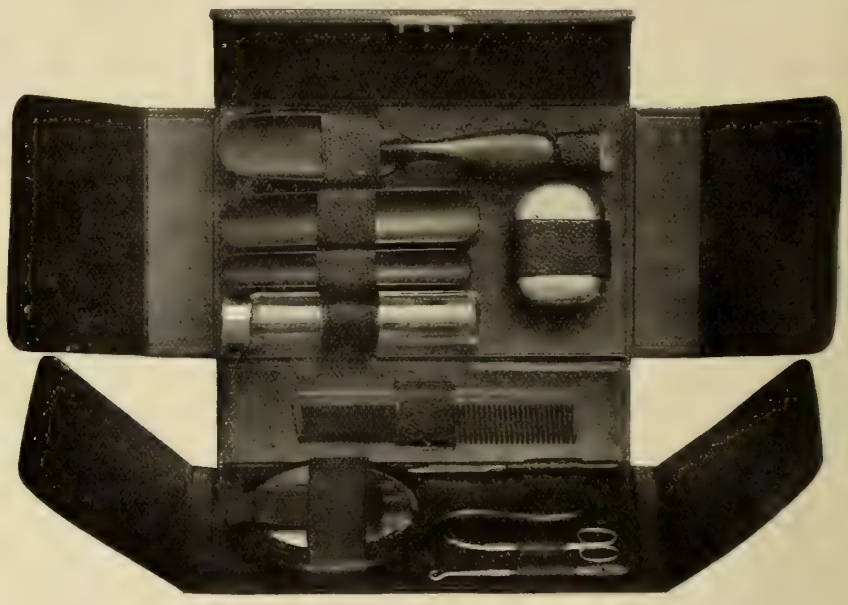
The Manufacturers Outlet Co. will move to their new warehouse, 56 Bay St., Toronto, by September 15th. The new building is a five-storey fireproof structure.

MATTING FOR WALL COVERING

The Claviez Ideal Wall Coverings shown by Otto T. E. Veit, manufacturers' agent, Toronto, represents a new departure in wall coverings. It is woven of a wood fibre, made in textures of different quality and thickness and in wide range of patterns. These mattings may be nailed or glued to walls, can be freed from dust by knocking lightly, are not easily scratched or damaged, and colors are fast. When applied in new houses the walls will dry without affecting the covering.

SECURED EXCLUSIVE RIGHTS.

Tooke Bros., shirt manufacturers, Montreal, have secured the exclusive Canadian rights to use the Faultless Patent Nekgarde, which was recently brought out by E. Rosenfeld, Baltimore. The invention does away with the old fashioned neckband.



Traveling requisite in leather for the holiday trade.—Lady's toilet set. Shown by Western Leather Goods Co., Toronto.

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How Ottawa Merchants Advertise

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Would the Boss Exchange the Suit?

How would You conduct the Season's Advertising?

Draping Fabrics for Men's Wear Windows

Filene Store series of Interior shops

ADVERTISERS in this paper are reaching more actual buyers of men's goods than is possible with any other paper or combination of papers. You reach the best men's wear stores and the men's wear departments in dry goods stores throughout Canada with our two papers for one price. It will pay non-advertisers to investigate this proposition.

How Would You Conduct the Season's Advertising?

MANY salesmen have good ideas on advertising and would welcome opportunities to try them out.

The Review's proposition this month is one that has in view a discussion of methods for the season's advertising campaign.

We will suppose that the boss one day suggests to you, a salesman, that you map out for the store a season's advertising — for opening, follow-up, Thanksgiving, mid-season and Christmas merchandising.

How Would You Go About it?

Describe methods you would employ to interest the best class of trade. Draw up an advt. suggestion that embodies your ideas of good advertising. If you would specialize on any one class or list, tell how you would do it.

For articles, dealing in a helpful, practical way with the subject, The Review will pay from $3.00 to $5.00 each.

All articles must be received not later than October 14th. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

ON which page of the local newspaper is it preferable to place the men's wear advertisement? There is some difference of opinion on this matter and a question that immediately suggests itself is, What class of trade does the dealer wish to reach? Undoubtedly, where the local paper has a good financial page, it is attractive for that reason to many people of the wealthier class who take no interest in sports whatever, and when a merchant wishes to reach that kind of trade he should arrange to have his advertisement placed on that page at least three times a week. The dealer who is catering to a more general trade will reach the greater number of people whom he wishes to interest by using the sporting page, but there is no good reason why he, too, should not alternate with the financial page. In the smaller places, however, very little special attention is paid either to sports or the stock markets. A game of lacrosse, baseball, football or hockey, once in a while receives a column or two, but at best, the feature is spasmodic, and the general news pages are the most interesting to all classes. This is the most desirable part of the paper, and unless the publisher insists upon hedging the pages about with restrictions the advertisement should be prominent on or near these locations. If a paper is neglecting the news best calculated to interest young men, a suggestion from the merchant might go far to awaken the publisher to the defects of his news service as the advertiser sees it.

"The average garment requires about 18 inches more of material than it did five years ago," said a manufacturer of men's clothing to the Men's Wear Review, while discussing increased costs of production. This fact, he pointed out, was due to the easier, more comfortable styles necessary in the Canadian trade. It was also a factor to be considered in the tendency towards advancing prices of clothing. Materials of all kinds as well as the cost of labor were moving upwards, and while the retailer had not yet had occasion to notice this, in manufactured lines, the time was approaching when a revision of prices would be necessary if quality and not price continued to be the basis of selling. Already one concern had made such a revision by advancing to its better lines five per cent. The most notable feature of the past three years in the men's wear trade had been this increasing business in better lines.

"What is the greatest need of the clothing business to-day? I should say that both the wholesale and retail sections need good salesmen." Thus spoke a maker of boys' clothing recently as he prepared his Spring ranges for the road. "Salesmanship," he continued, "consists of something more than having a 'fine line of dope' to give a customer. It's all very fine for a salesman to show one of the new reefers to a woman customer, pat it like he would a kitten and say 'There's a nice little coat, ma'am.' We want salesmen who can tell a customer the why of everything in a garment—why the lapels are cut that way, why the shoulders are free from padding and more shapely, why that line is in the back, and why the coat has that length. The salesmen know every detail of the business, and if you ask who make the best salesman I will answer, the men who began as juniors and who have been trained to sell goods on their merits. Those men generally know what they are talking about.

An evening suit recently turned out by a tailor in Saville Row, London, illustrates the difference between smart evening dress and a waiter's uniform. "The first great point aimed at is the waist," states Fairchild, London. "The effort is to give the wearer a corset-like appearance. The coat must fit quite tightly on the figure.

"Instead of the curve at the bottom of the forepart, it is finished in a clean line, which should run straight into the waist. At the chest there is plenty of material, thus giving a bust-like appearance. The shoulders should be square, though finished with a rounded appearance. The fronts are covered with a thick silk to the edge and are made to roll soft. Three ivory buttons are still being favored, in a slanting position, at the waist. The sleeves are still being cut narrow, but the length of the sleeve is short, to allow at least one-quarter inch of the white linen cuff to show. The trousers naturally must be finished with a belt, because it is this which gives the waist-like appearance to the wearer. Indeed, the belt should be cut quite tight to the figure. The trousers are still pegtop in shape, but great care must be paid to the tucks put in at the waistline, gathering in the surplus material to the belt, as unless they are put in properly there will be a bagginess across the hips and fly when the wearer sits down. The waistcoat is also being cut with a waisted effect this year, and it is so tight on the waist that it simply hugs the trouser top. Three or four buttons are being favored, and the opening is still 'V' shape."

The men's wear dealer who does not carry an assortment of leather goods should consider the opportunities of this line for the holiday season at least. There are many novelties suitable for gift purposes that could be used for an attractive case or window display and which might be used as a means towards broader business. The store that has the reputation of having the best gift suggestions will be largely patronized by both men and women.

Some new boxing ideas for hosiery, neckwear and handkerchiefs will make their appearance this Fall. One of these resembles a leather-bound book, on opening which the goods are displayed. Japanese hand-painted basket boxes containing sets and also boxes of the same kind for single articles are being shown. Buyers back from New York report the introduction of these novelties.

A very seasonable opening idea was recently worked out in a three-section men's wear window. With the object of imparting information as to correct attire and accessories for the different periods of the day, the window was trimmed with three units, one for morning, another for afternoon and a third for evening wear, the sections bearing cards marked, "Morning," "Afternoon" and "Evening" respectively.

Clerks Receive No Salary

Head of six men's wear stores in California adopts the plan of paying seven cents on every dollar's worth of goods sold.

No stated salary but seven cents on every dollar's worth of goods sold, is a method of paying his clerks that a former Canadian, now conducting several stores in California has found to work out very satisfactorily both for the clerks and for himself.

F. B. Silverwood, a Canadian by birth, now has a chain of six retail stores for the sale of men's clothing and furnishings in Los Angeles and other thriving cities in California. He is returning from a visit to New York and is going back via Canada. When in Montreal, he told something of the unique methods by which he has attained his present position in the business world.

Mr. Silverwood, whose success is due entirely to his own efforts, went to California about thirty years ago. He has built up his present business on most original methods, his advertising being unique, and his methods of conducting his affairs still more so, their merit being that they have proved highly successful. For instance, in his stores he does not pay salaries to his clerks, but gives them a drawing account from week to week. He pays them seven cents on every dollar's worth of goods they sell, thus making the amount of salary they draw entirely dependent on their own exertions. He takes his clerks as young as possible and conducts a school for them, making it obligatory on each employe to pass an examination in salesmanship before he is admitted to the selling staff. The result is, Mr. Silverwood says, that every clerk feels the business to be his business, and acts accordingly.

Mr. Silverwood is a man of considerable literary ability, as well as being an organizer and manager of retail stores, and he has contributed not infrequently to various publications. He issues weekly letters to his employees that are witty and snappy, often conveying the lesson intended by a paradoxical statement that convinces by its very intentional absurdity. Much of the matter he has included in his weekly letters to his employes has been syndicated and has appeared as gossipy, world-wise articles in many of the leading periodicals of the United States. Mr. Silverwood has travelled around the world and believes in getting all out of life that is possible.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

IN reply to the inquiry in last month's Information Bureau as to the amount of clothing required for an exclusive store or section in a city of 12,000 people, the opinion of a buyer for a growing department in an Ontario city of the size named has been received. He goes into the matter very carefully and gives the details of his investment in each section. The table which he submits has been compiled, he states, from his experience of many years, as buyer of men's ready-to-wear clothing, and he considers it a fair showing of what a merchant would require in a city of 12,000.

"You will note," writes the buyer, "that I have made the stock to cost about $8,000, which you will see by the table, gives him a good assortment in all lines. But, of course, places and conditions vary greatly. And the size of stock that would be correct for this place might be too large or too small for a western town. The merchant must be guided by conditions as he finds them. If the amount is too large he can easily reduce it by cutting out some of the doubles or lines, or if too small, add more sizes or additional lines. I have made out the table on a staple basis, and would recommend the merchant to stick to staple lines as much as possible. Both in material and make-up, avoid extremes. It might be well to add a few "freaks" for window pieces, etc., but go slow in stocking many of them. My experience tells me that my "left-overs" have been generally of this class. In this connection I would recommend the merchant to install with his ready-to-wears, a special order department which will give him a chance to take care of the customer, especially the young man who wants something different. The same young man appreciates being "taped" and having his suit or overcoat made to order. If the merchant is now running a custom tailoring department in his business he will find that the special order will not interfere. I have run a special order department with the ready-mades for a number of years and have found it worthy of its place, greatly adding to the volume of yearly business.

The merchant should be able to turn this $8,000 stock 3 times per annum.

BOYS' ODD BLOOMER KNICKERS, $62.

Color.	Dozen.	Sell.	Quantities.	Sizes.
Fancy	$6.50	$ .75	12	24 to 34
"	9.00	1.00	12	25 to 34
"	12.00	1.25	12	26 to 33
"	13.50	1.50	12	27 to 34
Navy	9.00	1.00	12	25 to 33
"	12.00	1.25	12	26 to 34

In a number of the above values, sizes 27 to 32 are bought in a proportion of two to one.

MEN'S CONVERTIBLE COLLAR OVERCOATS, FANCY TWEEDS AND FRIEZES, $1,090.50.

Color.	Dozen.	Sell.	Quantities.	Sizes.
Med. brown	$5.50	$7.50	8	36 to 44
Med. grey	5.50	7.50	8	37 to 46
Med. brown	7.00	10.00	7	36 to 42
Med. grey	7.00	10.00	8	37 to 46
Dark	7.00	10.00	7	37 to 46
Med. brown	8.50	12.00	8	36 to 44
Med. grey	8.50	12.00	7	37 to 44
Dark	8.50	12.00	9	36 to 46
Med. brown	10.50	15.00	6	37 to 42
Med. grey	10.50	15.00	7	36 to 42
Dark	10.50	15.00	8	37 to 44
Med. brown	12.50	18.00	7	36 to 42
Med. grey	12.50	18.00	6	37 to 42
Dark	12.50	18.00	7	37 to 44
Med. brown	14.50	20.00	6	36 to 40
Med. grey	14.50	20.00	6	37 to 42

YOUNG MEN'S CONVERTIBLE COLLAR OVERCOATS, FANCY TWEEDS AND FRIEZES, $385.

Color.	Cost.	Sell.	Quantities.	Sizes.
Med. brown	7.00	10.00	5	34 to 36
" grey	7.00	10.00	5	34 to 36
" brown	8.50	12.00	5	34 to 36
" grey	8.50	12.00	5	34 to 36
" brown	10.50	15.00	5	34 to 36
" grey	10.50	15.00	5	34 to 36
" brown	12.50	18.00	5	34 to 36
" grey	12.50	18.00	5	34 to 36

MEN'S BLACK AND OXFORD CHESTERFIELD OVERCOATS (WINTER), $766.50.

Color.	Cost.	Sell.	Quantities.	Sizes.
Black	$7.50	$10.50	12	35 to 46
"	9.00	12.00	12	35 to 46
"	10.50	15.00	11	35 to 46
"	12.50	18.00	9	35 to 46
"	14.50	18.00	12	35 to 46
Oxford	9.00	12.00	8	36 to 46
"	10.50	15.00	9	37 to 46

Crescent

Shirt Announcement for Spring 1913

Rush! Rush! Rush!!

That is our story in a nut shell, and the outlook points to More Rush, and then some. Nothing gained by illustrating our New Ideas here. Our best advertisement is to be found in the sample Range now in the hands of our Representatives all over Canada.

Our Values and Novelties will astonish you.

We were astonished ourselves when we saw the Range all assembled.



We Guarantee every
Crescent
Shirt

This is one of our New Window Cards you will find in every box of Crescent Shirts,

Crescent Manufacturing Co., Limited
Montreal

MEN'S AND YOUNG MEN'S OXFORD, CHEVIOT AND FANCY TWEED OVERCOATS (FALL) $223.

Color.	Cost.	Sell.	Quantities.	Sizes.
		Men's.		
Oxford	$7.50	$10.00	7	36 to 46
"	9.00	12.00	7	36 to 46
		Young Men's.		
Fancy tweed	7.50	10.00	4	35 to 38
" "	9.00	12.00	4	35 to 38
" "	10.50	15.00	4	35 to 38

MEN'S FUR COLLARED QUILT OR FUR-LINED RUBBER INTERLINED OVERCOATS, $325.50.

Color.	Cost.	Sell.	Quantities.	Sizes.
Black	$9.00	$13.50	7	38, 40 to 46
"	11.00	15.00	7	38, 40 to 46
"	12.50	18.00	7	38, 40 to 46
"	14.00	20.00	7	38, 40 to 46

Sizes 40 to 42 in proportion of two to one.

MEN'S ODD TROUSERS, FANCY TWEED AND WORSTED, $328.70.

Color.	Cost.	Sell.	Quantities. pairs.	Sizes.
Fancy	$ .75	$1.00	12	32 to 42
"	.90	1.25	12	32 to 42
"	1.10	1.50	12	32 to 42
"	1.25	1.75	12	32 to 42
"	1.35	1.88	12	32 to 42
"	1.50	2.00	12	32 to 42
"	1.75	2.50	6	32 to 38
"	2.00	2.75	6	32 to 37
"	2.00	2.75	6	38 to 42
"	2.25	3.00	6	32 to 36
"	2.25	3.00	6	38 to 42
"	2.50	3.50	6	32 to 36
"	2.50	3.50	6	37 to 42
"	2.75	3.75	6	32 to 36
"	2.75	3.75	6	37 to 42
"	3.00	4.00	6	32 to 36
"	3.00	4.00	6	37 to 42
"	3.50	5.00	6	32 to 36
"	3.50	5.00	6	37 to 42
"	2.50	3.50 stout	7	40 to 48
"	3.50	3.50 stout	7	40 to 48

CHILDREN'S NORFOLK 2-PIECE SUITS, FANCY AND BLUE SERGE (BLOOMERS), $127.75.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$2.00	$2.75	7	24 to 28
"	2.50	3.50	7	24 to 28
"	2.75	3.75	7	24 to 28
"	3.00	4.00	8	24 to 28
"	3.25	4.50	8	24 to 28
"	3.50	5.00	8	24 to 28

Sizes 26 and 27 in proportion of two to one. Size 28 in similar proportion from $4 up.

CHILDREN'S BUSTER SUITS, $115.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$2.00	$2.50	8	20 to 25
"	2.50	3.50	7	20 to 25
"	2.75	3.75	7	20 to 25
"	3.00	4.00	4	21 to 24
"	3.50	4.75	6	21 to 25
"	3.75	5.00	4	21 to 24
"	4.00	5.50	3	22 to 24

Largest demand for sizes 22 and 23.

CHILD'S OVERCOATS, CONVERTIBLE COLLARS (FANCY), $101.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$2.75	$3.75	8	20 to 25
"	3.25	4.50	8	20 to 25
"	3.75	5.00	7	20 to 25
"	4.00	5.50	7	20 to 25

Largest demand for sizes 21 and 23.

YOUTHS' SUITS, TWEED AND FANCY WORSTEDS, $201.

Color.	Cost.	Sell.	Quantities.	Sizes.
Brown	$3.50	$5.00	6	32 to 35
"	4.50	6.00	6	32 to 35
Grey	4.50	6.00	6	32 to 35
Brown	5.50	7.50	4	33 to 35
Grey	5.50	7.50	4	33 to 35
Brown	6.50	9.00	4	33 to 35
Grey	6.50	9.00	4	32 to 35
Brown	7.50	10.00	4	33 to 35

YOUTHS' OVERCOATS, CONVERTIBLE COLLAR, $152.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$4.50	$6.00	6	32 to 35
"	5.50	7.50	6	32 to 35
"	6.50	9.00	4	32 to 35
"	7.50	10.00	4	32 to 35
"	9.00	12.00	4	32 to 35

BOYS' 2-PIECE FANCY TWEED AND WORSTED BLOOMER SUITS, DOUBLE-BREASTED, $196.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$3.50	$5.00	10	28 to 34
"	4.00	6.00	10	28 to 34
"	5.00	7.00	8	29 to 34
"	6.00	8.00	4	30 to 33
"	7.50	10.00	4	31 to 34
"	9.00	12.00	3	32 to 34

As a rule largest demand in above is in sizes 30 to 33, up to medium price, say $7.00.

BOYS' FANCY TWEED OVERCOATS, CONVERTIBLE COLLAR, $164.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$4.00	$6.00	8	28 to 33
"	5.00	7.00	9	28 to 33
"	6.00	8.00	7	29 to 33
"	7.50	10.00	6	31 to 33

Largest proportion generally in sizes 30, 32 and 33.

MEN'S BLACK AND BLUE WORSTED SUITS, $1,401.50.

Color.	Cost.	Sell.	Quantities.		Sizes.
Black	$7.50	$10.00	S.B.	9	35 to 42
"	7.50	10.00	D.B.	7	35 to 40
"	9.00	12.00	S.B.	7	35 to 42
"	9.00	12.00	D.B.	6	35 to 40
"	10.50	15.00	S.B.	10	35 to 42
"	10.50	15.00	D.B.	4	36 to 39
"	12.50	18.00	S.B.	10	35 to 42
"	12.50	18.00	D.B.	5	35 to 39
"	14.50	20.00	S.B.	6	36 to 42
"	14.50	20.00	D.B.	4	36 to 39
Blue	9.00	12.00	S.B.	10	35 to 42
"	9.00	12.00	D.B.	5	35 to 39
"	10.50	15.00	S.B.	10	35 to 42
"	10.50	15.00	D.B.	5	35 to 39
"	12.50	18.00	S.B.	10	35 to 42
"	12.50	18.00	D.B.	4	35 to 38
"	14.50	20.00	S.B.	10	35 to 42
"	14.50	20.00	D.B.	5	35 to 39

In those values of which larger quantities are purchased, the proportion in 36's, 37's and 38 is 2 to 1 of any other size.

MEN'S AND YOUNG MEN'S TWEED AND FANCY WORSTED SUITS, $1,383.

Color.	Cost.	Sell.	Quantities.	Sizes.
Brown	$3.50	$5.00	10	36 to 42
"	5.50	7.50	9	36 to 42
Grey	5.50	7.50	8	36 to 44

"MONARCH-KNIT"



M33.B

Have you knit goods in your clothing department?

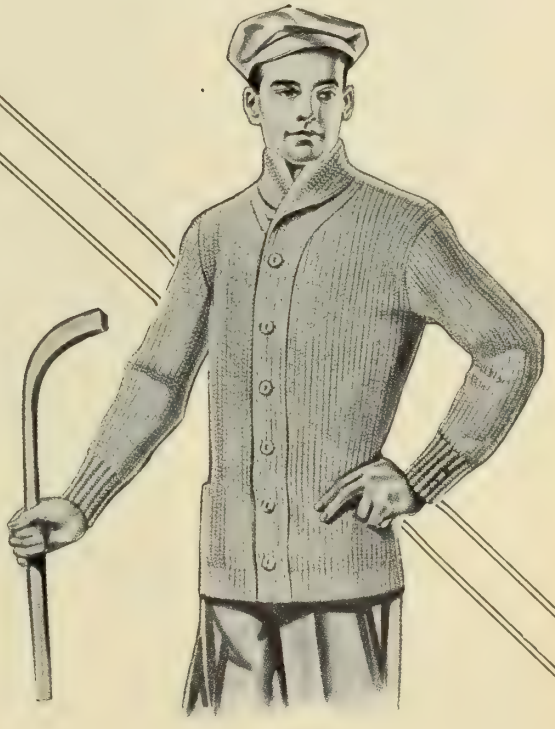
This is a line always in demand and you are sure of your profits.

If you carry "Monarch-Knit" lines your customers will ask for them.

They know the merits of "Monarch-Knit."

We are the largest manufacturers of fancy knit goods in the world.

"Monarch-Knit" is the standard for style, quality and workmanship.



M53

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

Brown	7.00	10.00	7	36 to 42
Grey	7.00	10.00	9	36 to 44
Brown	9.00	12.00	8	36 to 42
Grey	9.00	12.00	7	36 to 42
Dark grey	9.00	12.00	7	37 to 42
Brown	11.00	15.00	9	36 to 42
Grey	11.00	15.00	7	36 to 42
Brown	12.50	18.00	6	36 to 42
Grey	12.50	18.00	6	36 to 42
Brown	14.50	20.00	6	36 to 42
Grey	14.50	20.00	6	36 to 42
Dark brown	9.50	13.50 stout	5	40 to 48
Dark grey	9.50	13.50 "	4	42 to 48
Dark brown	11.00	15.00 "	4	40 to 46
Dark grey	11.00	15.00 "	5	40 to 48
Dark grey	11.00	15.00 "	5	40 to 48
Dark grey	13.50	18.00 "	4	40 to 46

Young Men.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy brown	9.00	$12.00	4	33 to 36
Fancy grey	9.00	12.00	3	34 to 36
Fancy brown	10.50	15.00	4	33 to 36
Fancy grey	10.50	15.00	3	34 to 36
Fancy brown	12.50	18.00	3	34 to 36
Fancy grey	12.50	18.00	3	34 to 36

In the above list the sizes that are given the largest proportion are those ranging from 37 to 40, but none more than 2 to 1.

MEN'S CRAVENETTE RAINCOATS.

Color.	Cost.	Sell.	Quantities.	Sizes.
Oxford	$5.00	$7.50	14	35 to 48
"	6.00	8.50	14	35 to 48
"	7.50	10.00	12	36 to 48
"	9.00	12.00	12	36 to 46
"	11.00	15.00	11	36 to 46

Sizes ranging from 38 to 42 inclusive are bought in proportion of two to one of any other size.

MEN'S PARAMATTA RAINCOATS, AUTO COLLAR, $363.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fawn	$5.00	$7.50	9	36, 38, 40 to 48
"	6.50	9.00	8	36, 38, 40 to 46
"	7.50	10.00	10	36, 38, 40 to 48
"	9.00	12.00	9	36, 38, 40 to 48
"	11.00	15.00	10	36, 38, 40 to 48

Sizes 38, 40 and 42 are bought in proportion of two to one of any other sizes.

* * *

Not So Strong on Juveniles

Another buyer who, for one thing, does not go into the increasingly important boy's and children's departments so strongly, and whose figures might be taken to illustrate the reduction suggested by the first buyer estimates that a stock of clothing should cost $4,585.25. Details of the different sections will be given in next number, but he divides the amount as follows:

Men's Suits	$1,606.00
Men's, Youths' and Boys' Overcoats	1,583.00
Men's Raincoats	358.00
Men's Odd Trousers	165.75
Men's Fancy Vests	38.25
Men's Overalls and Smocks	320.75
Boys' Suits	351.50
Children's Overcoats	77.50
Boys' Odd Knickers	66.50
Boys' Overalls	18.00
	$4,585.25

* * *

The aristocracy of the London tailoring trade makes no effort in the shape of elaborately dressed windows or as a rule in the architectural outside of the premises. Take the establishment in Savile Row, for instance, which it has become a tradition to rank as the foremost in the world. The street itself is small and unpretentious. A long, low building, or rather range of buildings, with a plain painted stone front, bears the name, the only indication of out of the way importance being the Royal coat of arms over the centre of the main doorway. Once inside the large swing doors a vastly different impression is created, for everything belonging to the interior is in grand style. The numerous trying-on rooms are richly and elegantly appointed, the counting house department is like a bank, while the strong rooms in which the paper patterns of the clothes of kings and princes, dukes and belted earls, as well as other notabilities, are safeguarded also convey the impression of a treasure house. A large staff of indoor workers is employed, and the workshop accommodation is of the best. The cutting staff is also large, and several of the leading foremen are credited with getting salaries equal to from $60 to $70 a week. The prices charged are about the same as at other high-class houses; trousers from about $7, jacket suits $30 to $40, frock coats and evening clothes varying over a wide range.

The adaptation of the vogue masculine to the style essentials of the wardrobe feminine is not, in some places at least, summed up in the term "mannish tailored effects" as applied to coats. A report from St. Louis, Mo., states that "Society girls are wearing men's silk hose these hot days, and they are holding 'em up with their brothers' garters, too. The fad was started by a daring young woman who appeared at a masque last Winter as an angel child, and wore half-hose as part of the costume. They were so 'comfy' she began to reason. Low Dutch collars are cool in the summer, why not—well, anyway, she appeared last week in a department store. I want a half-dozen men's silk hose, please. Some greys and blues. Size eight and a half.' That's awfully small for a man—began the shopgirl. 'But they're for me,' responded the daring one, and the habit is growing daily."

GILLIES' Knitted Neckwear



is growing more in popular favor every day

and there must be a good reason for this. The reason is, that the style and finish is far superior to any other line on the market.

Note the two illustrations.



Gillies' MUFFLERS

of the style here illustrated have been very favorably received by the trade. They are very serviceable and neat.

They sell at a popular price.

Gillies' TIES

Our range is practically unequalled anywhere. The assortment of color effects this season rival our previous ranges. You should see them.

You will never know

how popular the knitted neckwear—mufflers and ties—really are unless you have a liberal assortment of the "Gillies" range to show your trade this Fall.

You can make no mistake with a full range throughout. They're good.

Laces and Braid Mfg. Co., Ltd.

121 PRESCOTT AVE., TORONTO, CAN.

Would the Boss Exchange the Suit?

Men's wear salesmen discuss problem suggested in "Review" — Almost unanimously in favor of supporting the salesman — Taking circumstances into consideration with a view to holding the customer's business

THE main point in the salesmanship problem outlined in last Men's Wear Review, was the backing-up of the salesman by the boss in refusing to exchange a single-breasted suit for a double-breasted garment after the former had been worn. It is bad policy for a merchant to show lack of confidence in those to whom he assigns the responsibility of selling the goods. Where this is done, customers get the impression that salesmen do not represent the last word, that some concession is possible if they can only get the ear of the boss—and there are people who have the "concession" habit. It is difficult to know when, in dealing with them, a sale is actually closed. These are the kind of people that the merchant's backbone was made for, and an early evidence of that fact will go far towards solving future problems.

The replies received on this problem are almost unanimously agreed that the merchant should not consent to an exchange, that it would establish a dangerous precedent if he did so, and that properly handled the customer can be made to see the reasonable side of the refusal. Salesmen point out that it should not be an occasion for a display of feeling, but one for the calmest and most tactful consideration. An illustration bringing the point home to the man himself is one of the most effective means available to the merchant in explaining his position. Of course, much depends upon the customer and circumstances of the case. Not many merchants will sympathize with a troublesome or chronic returner, while a man who is an excellent customer, and who seldom appears on an errand of this kind will generally receive the ear of the boss. Very often, too, the latter will know of circumstances to warrant him in over-ruling the salesman, but when this is done he should be careful to make full explanation of his course to the employee.

The replies selected for a symposium on the problem are Chas. D. Ross, of F. B. Edgecombe & Co., Fredericton, N.B., Percy Curzon, Thornton & Douglas, Stratford, and W. G. Brown, Cowansville, Que.:

Would Exchange Suit.

Chas. D. Ross.—"The instance quoted in your article is one which has confronted me, as a clothing salesman, very, very often, and I have had experience both in the kind of store where the customer is catered to, from a standpoint of holding his trade, and in that kind of store where the boss wants quick sales and forgets that the customer of to-day is also, if used as he would like to be used himself, 'the customer of tomorrow.' Having seen both ways of treatment to customers, I can fairly give an opinion of what I know would be the best way to treat the customer as presented in your article. Certainly your customer with the boy asks too much of you to exchange the suit which you know has been worn. Dispositions differ, however, and what you yourself would not think of asking for, your customer cannot see as forcibly as you, the objection to the asking for the exchange.

"Now, my opinion of the course to pursue is this. Treat the boy's father as cordially as you possibly can, comment on how his son is growing, etc., etc, examine the suit returned pointing out to him that the suit is mussed and that the salesman was quite correct in not exchanging it as it would mean an expense to his department to have it pressed again; but in his case, the customer's, you would have to make an exception as he had been a customer of yours for some time and you would like him to continue to be one. Tell the salesman to exchange the suit and have the other suit pressed and put back in stock. This is the only thing to do in a case of this kind.

"It pays in the long run to lose your profit on the suit rather than to send a dissatisfied customer away. It was my fortune or perhaps my misfortune as a young salesman in a certain clothing store to see the opposite course pursued. The proprietor accumulated in the vicinity of $30,000 in a short period of five years, being a clever advertiser, but in the next eight years he lost every dollar and left the city a bankrupt, simply by not trying to hold his customers of to-day."

Back up Salesmen.

Percy Curzon.—"Should the boss exchange the suit? In looking at it in a general way I should say No. The salesman has already refused to exchange the suit, because it shows evidence of being worn and he knows that the suit would have to be reduced greatly, if put into stock again in order to be sold, and the policy of the progressive, up-to-date house should be one whereby a customer can take it from



Buckley Popularity

MORE

BUCKLEY HATS

Are Sold in This Country Than Any Other Make

Always correct in style and superior in quality, backed with the unconditional, all-embracing Buckley Guarantee; no humming or hawing or doubt or string to it, but the **one only** absolutely guaranteed hat sold in Canada.

No.	GUARANTEE
DATE SOLD	The Color and Wear of this hat are absolutely guaranteed, and any hat which will not give entire satisfaction, will be exchanged at any time within three months after purchase. We also agree to exchange this hat, if same is damaged by accident during the said three months. BUCKLEY & SONS, Manufacturers.

Be Among the Live Ones!

Sell hats with an insurance policy like this one, and

"Increase Your Trade"

Buckley Samples for 1913

Are now on the road, being shown along with a most amazing range of fine hats from the great factories of the world, in :—**Soft and Stiff Felts, Straws, Panamas, etc.**

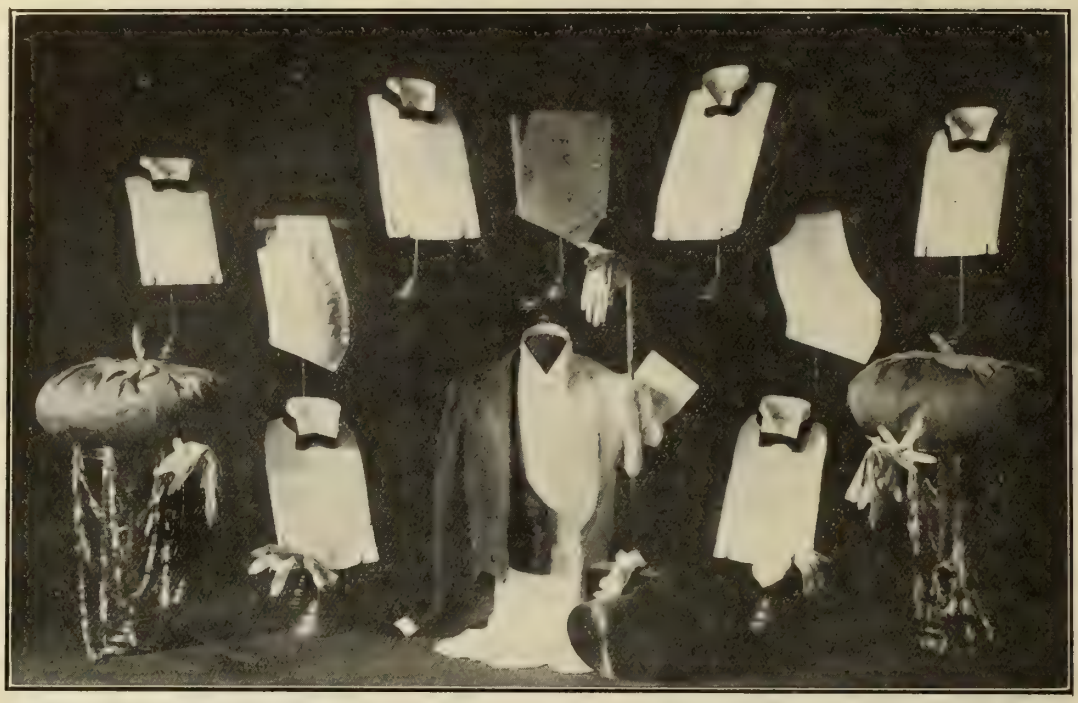
We *have in stock the largest and most complete sorting lines carried in the trade*

The Waldron-Drouin Co., Limited

164 McGill
Montreal

91 Albert
Winnipeg

Suggestion for Thanksgiving, Hallowe'en or Harvest Season.



Fixtures used in this display are pedestals, trouser stands, shirt easels, haberdasher stands and vest forms. Pumpkins on side of window are 8 in. high, 17 inches wide, and are made of crepe paper, wood and cardboard strips 2 inches wide and 23 inches long. One strip of wood for centre 1 in. x 2 in. and 7 in. long. There are 12 strips used. Place pumpkins on pedestals and festoons with half-inch beaded crepe paper. Remainder of the display is simple enough.

the salesman, knowing that it would be exactly the same as if he were dealing with the boss himself. Therefore, the salesman has refused to exchange the suit under the circumstances, it is up to the boss to back up the salesman and also decline to make the exchange.

"Of course this must be done in a way that will make the customer see the wisdom of the policy of fairness to everybody, make him feel that he is not an exception to the general policy of the firm. It can be pointed out to him that it would be decidedly unfair (supposing the suits were exchanged) to the customer who purchased the returned suit, as he would not be getting full value for his money the suit having been worn. It can be suggested that he himself would not have purchased the suit there had he not known that the firm's policy was one that gives full value for his money and equal treatment to all customers; no favors being shown anyone, by either clerks or the boss, he would not care to buy a suit that somebody had worn a day or so, and he should not expect anyone else to do the same. Show him that if the suit had not been worn it could have been exchanged readily. On the other hand, suppose the business is located in a small town or city where a firm depends largely on its regular customers. If the customer under discussion showed that he was by no means satisfied with the explanation offered, it might be good business to make the trade this way. Explain to him that the suit, in order to be sold, would have to be reduced slightly, on account of its appearance and if he would be willing to make up the reduction he could then take the double-breasted suit. I think you will find he would be willing to do this, and would leave your store perfectly satisfied and his boy would be tickled to death by getting the suit he wanted, result will be the holding of the father's business and the getting of the son's when he becomes independent and buys his own clothing, etc.

"A customer could easily be found for the other suit at the reduced price, it being explained as being shop worn.

"Personally, I don't approve of the latter suggestion, but every firm must consider its future business."

(Concluded on page 72)

An endless chain of more business



Pen-Angle Closed-Crotch Combination Suits displayed in your windows will mean an endless chain of MORE BUSINESS.

Perfect-fitting and comfortable (in crotch and seat). No other line of Underwear your store can carry will take so well, and you can be sure that every sale will be followed by another. And every new customer is another link added to your endless chain of more business.

Is your Pen-Angle stock ready? If not, order NOW.

PENMANS Limited
PARIS, Canada
Underwear, Hosiery, Sweaters

Pen-Angle UNDERWEAR

CLOTHING FOR MEN AND BOYS

Smart Spring novelties in Busters, Norfolks, sailors and reefers for juvenile wear — The imperialistic idea finds expression in use of embroidered crests and emblems — Men's Spring overcoats a trifle shorter — Soft, rolling lapels

WHILE a general rule followed in the designing of boys' clothing seems to favor the lines observed in men's clothing, there are many novelties in Spring lines which immediately suggest their practical merit as good merchandise for the department which is paying particular attention to juvenile lines. Particularly for the very small boy these new features are being shown, the favored fabrics being serges, tweeds and homespuns and the colors blues, light browns and greys, in mixture weaves, avoiding as much as possible those patterns which generally carry with them any suggestion of their fitness for older wear.

EMBROIDERED EMBLEMS.

The so-called imperialistic idea has certainly been cleverly played up in many of these smart little garments. Emblems and crests are embroidered on sleeves and shields, and there are military buttons, braiding and other suggestions. Reefers, Buster, sailor and scout suits bear these neatly executed designs, and for boys up to ten years of age, or even older, they certainly are a selling factor.

Among the more tailored, shapely styles might be mentioned those with the deck collar in semi-military effect, for boys from 4 to 5 years of age. The collar is somewhat smaller than the sailor, and finishes close to the neck in front and admits of a detachable tie. Another coat of this type has an inverted box pleat with side knife pleats and a slightly slanting front effect, with stand collar. This is suitable for children from two to six years of age, and a feature that will immediately appeal to mothers is that it can be fitted with detachable collar, of washable two-ply galatea, braided and embroidered to suggest the sailor. The new reefers also embody this idea and one designed on smart, mannish, tailored lines. Reefers of this type are likewise in demand for girls' wear. In pullover Busters, the trouble has usually been that the collar was likely to be torn in the scuffle necessary for a boy to get into the garment, but this problem has been met by one manufacturer who has given a lower opening to the collar, and introduced a fastening so as to make it adjustable. In better class Busters, the slightly slanting front has been used, with small standing collars. The sleeves of these little garments have very often to be altered to meet the requirements of growth, and in one line it was noticed that there is a turn-up of an inch or more, with the slash looped instead of buttonholed. The fabric, therefore, is not cut.

CONVERTIBLE TIES.

On those garments in which there is any kind of collar elaboration the jelly-bag tie is detachable by the employment of hooks and eyes, and can easily be converted into a bow by the use of a silken cord with tasseled end. A very fine reproduction of the scout uniform has the genuine military button design, with "G. R." in raised letters and the Duke of Connaught crest embroidered on the arm. These coats have pointed patch pockets and flaps. The military idea is also introduced in an Aldershot reefer, with crest on arm and braid across the sleeves, simulating a cuff. For juniors, the Norfolk is a favored type, and when the boy must wear a coat, there is nothing more appropriate than one of these garments, with the mannish suggestion slightly modified by the introduction of the Prussian collar effect, in connection with which the detachable collar can be used if desired.

Plain tailored coats that are equally desirable for boys' and girls' wear came in fancy striped flannel, with velvet as self collars and neatly embroidered crest.

In the designing of the bloomer there is also a suggestion of close study of correct line requirements. Thus to preserve the fullness from hip to knees, a self-pleat is introduced at the sides, and still another little touch is the slanting of the pockets slightly towards the front.

Is the Norfolk Returning?

Men's and boy's clothing for Spring is now being shown to the trade. For men, the new garments contain little that is radically new, save that lapels suggest a softer, fuller roll, corners more rounded and the general line dignified and shapely. Some authorities predict the return to vogue of the Norfolk in the orthodox, practical style, with straight 2½-inch box pleat. These styles are very much favored for Spring on the other side of the line, and salesmen now on

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO

their trips through the West are showing samples made up in tweeds and homespuns.

Overcoats for early Spring are a trifle shorter, being about forty-three inches, but whether this may be taken as a hint that the "cover" coat is returning is a matter for speculation. The Raglan shoulder is again in evidence, and will be patronized by those men who have the shoulders necessary to adopt this style to advantage. There are few things more unsightly in a sartorial way than an ill-fitting Raglan shoulder.

—◎—

Harmony in Masculine Attire

Parisian publication emphasises the desirability of agreeable color effects in shirts, neckwear and hosiery — The correct vogue outlined

With its sartorial glance focused upon the world's fashion centre, L'Homme Elegant, a Parisian publication, discusses the ethics of dress, insofar as they relate to shirts, neckwear, hosiery and underwear, as follows:—

"How many of our readers have any recollection of a charming little work by Gramont written on the subject of 'The Shirt' more than half a century ago, which he grandiloquently subscribed: 'By M. Longueville, Shirt Maker to the King.'

"What delightful flights of fancy he indulged in surrounded by historical and archæological reminiscences. What wealth of humor and happy flashes of wit, well worthy of surviving the ephemeral success of the work in question. I cannot resist the pleasure of quoting one of them:

" 'You are no doubt unaware,' said Longueville, 'why it is only right that Truth should meet with a poor reception in this world.

" 'Do not try to guess it. It is because she always appears without a shirt?'

"The question for the man who wishes to be well dressed is of far greater complexity.

"It is not a question of appearing in the world with a shirt—which would be a simple matter—but with various kinds of shirts, according to the time of day, the place, and the season. And this is where the danger comes in lest he make a false step.

"Shall the shirt be soft or stiff, plain or pleated, white or colored, and of what color?

"So many problems!

"Then, again, there is the question of ties which is, so to speak, complementary to that of the shirt.

"Fortunately, a code of correct masculine dress has settled all these details and all we have to do is to be guided by it.

"For morning wear at the seaside, in the country, or at the watering resorts and all such places, where a certain amount of freedom is permitted, the colored shirt reigns supreme. But the colors must be discreet. Blue, violet and mauve tints, plain shades, not pleated, with stiff wristbands which give it an element of dressiness.

"With the colored shirt the chosen tie is of fancy silk or soft batiste, but the tie and shirt should match to a certain extent in color. Blue on blue, violet on violet, with soft shades especially suitable.

"For ordinary day wear, there is nothing like the pleated white shirt. The various styles of tie are infinite in number; two points, however, should be borne in mind. Light colors should be avoided and the tie should more or less match the color of the suit.

"If a fancy tie is preferred, the pattern should be small and not striking.

"With the evening dress coat the classic stiff fronted pique shirt is indispensable together with the no less classic white pique tie; the small fancy batswing tie is, however, sometimes substituted for the latter.

"The shirt for smoking is of the pleated type and may be regarded as barely of the semi-dress variety.

"The shirt and tie, however, are but the exterior adornments. Some indications as to the correct underwear will not be out of place.

"The hose for day wear may be, according to one's own fancy, of silk or cotton in neutral shades, with just an idea of matching the color of the boots when the latter are not black.

"If the boot is white, the socks should be of white background with a small and hardly perceptible pattern.

"Many men reserve the black silk for evening wear when the underwear should also be of silk in order to allow the trousers to set well.

"We must not lay ourselves open to the reproach of neglecting the heading of "gloves," or of forgetting the pyjamas, always worn in hotels and inseparable travelling companions.

"There is no hard and fast rule for pyjamas. They may be of any kind of silk or light flannel, the only point insisted on by fashion being a large monogram on the pocket.

"As regards gloves, which some wit once likened to policemen owing to their 'going in pairs,' they range from the heavy buckskin with large seams for travelling, to the light yellow washing chamois for the promenade.

"The visiting glove must be of medium gray suede and the dress glove of very soft white leather to which the acme of good taste adds black stitches."

Parisian Designers Predict the Return of the Short Cover Coat.



Fig. 1. Fig. 2. Fig. 3.

"TO avoid the appearance of being over-dressed an overcoat can and must be stylish," states *L'Homme Elegant*, Paris. Does not this remark apply to the neat overcoat shown in Fig. 1 and 2. To predict the reign of the short coat is to foretell the re-introduction of the cover coat. Its re-appearance is certain. You have only to glance at it to be at once taken with it. It is already again being taken up by men of fashion, and we know many men who have never given it up and who have been impatiently awaiting its return to favor. "There is nothing ***new*** about it," will say some grumblers. Do not let that disturb you. The change will be in the material.

The cover coat is made in light cheviots as well as in cover coatings and the colors are gray, chestnut and natural shades. The band at the back adds to the appearance of the coat and the pockets are of the open type and inside. The collar is of the same material. It is worn with soft crush hat in light natural shades or with the straw.

The long voluminous coats with the ends flapping round the legs are going out of fashion. Everything will now be in the light neat style; even the Raglan. The Raglan with a large "R," figure 3. The Raglan is made in brick color or greenish cheviot with one row of visible buttons, with a somewhat large collar of similar material. It is cut to set almost straight, not bell shaped, and forms a very stylish coat. It is thus evident that one cannot do better than follow the general fancy which the creators of fashion only arrive at by anticipating the likes or dislikes of the public. Men have become tired of the long, heavy style of coat and wish for something lighter. The proof of this is in the sudden acceptance of the new style by men of fashion. This is always the case when the too long duration of a particular style causes it to appear heavy, out-of-date and unbecoming.

ZIMMER



Men's
Balbriggan
Combination
Garment

What of 1913?

Lightning does not usually strike twice in the same place—it is equally unlikely that we will have two cool summers in succession. You can reasonably figure on a hot summer next year—you'll also need a good stock of the kind of underwear that insures summer comfort.

Summer comfort is so largely a matter of underwear selection, that summer underwear has a most important place in the buying plans of the up-to-date merchant. Your buying plans should include a goodly assortment of the "ZIMMERKNIT" lines. Our agents will be pleased to furnish particulars. Your Jobber carries these high-value goods.

UNDER

RKNIT

The lines we make for men and boys

Fabrics	Styles
Silkette	*Long sleeve and ankle*
	Short sleeve and ankle
Lisle	*Short sleeve and knee*
Mesh	Combinations
Porousknit	Two piece suits
Balbriggan	Coat Shirt and loose knee
Velvetrib	Jerseys for outing use
Merino	Athletics for "Gym" use
Cashmere	Bathing suits (in one piece / in two pieces)

Our 1064 Two Thread Combed Egyptian Balbriggan is the best value on the market to-day at 50c. per garment for two piece suits; and $1.00 for combinations.



Illustrating the new "Zimmerknit" Boys' Jersey

E. H. WALSH & CO.
TORONTO
Agent for Quebec, Maritime Provinces, Manitoba Alberta and Saskatchewan

W. R. BEGG
TORONTO
Agent for Province of Ontario

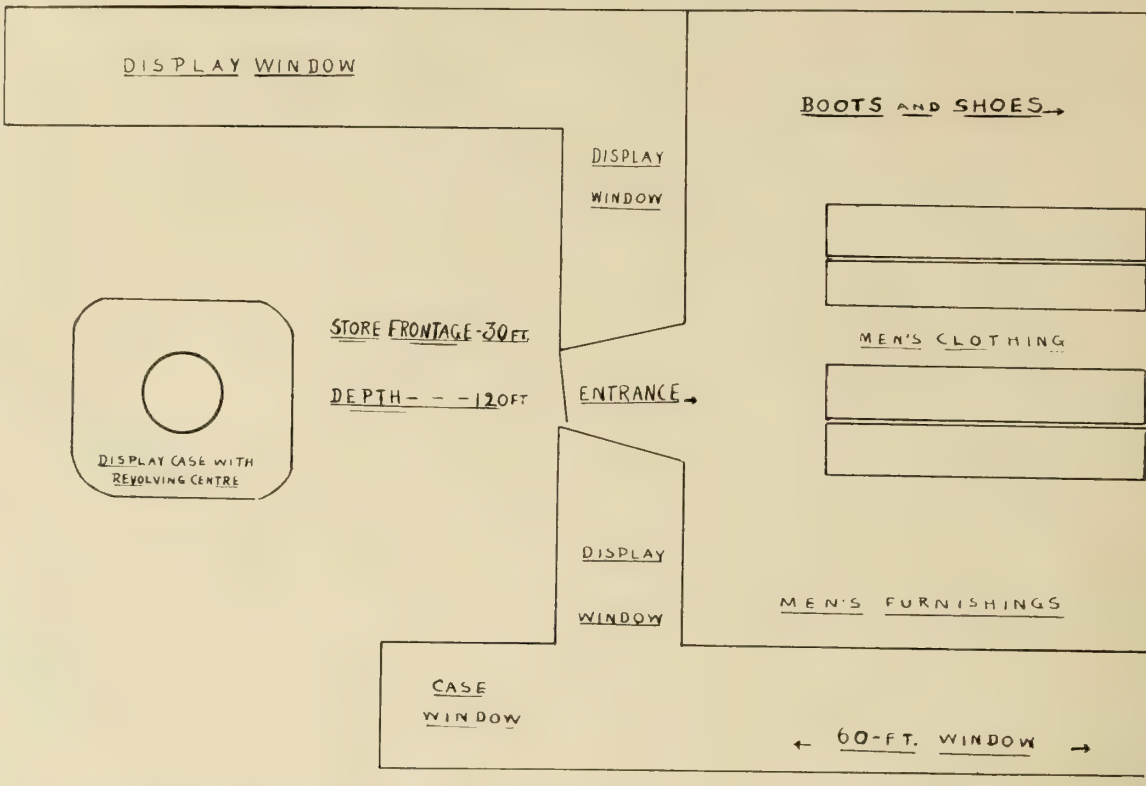
A. R. McFARLANE
VANCOUVER
Agent for Province of British Columbia

Zimmerman Manufacturing Co.
LIMITED

HAMILTON - - - ONTARIO

WEAR

Please mention The Review to Advertisers and Their Travelers.



Store front of E. J. Hart & Bro., Edmonton. The store is on a prominent corner, displays surround the vestibule and on line with street is a large show case, with revolving centre, in which displays are changed daily.

Cash and Windows Help Reduce Expense

How a corner location has been arranged to advantage by an Edmonton firm — Methods that have won success for E. J. Hart & Bro. — Yearly turnover of $200,000 with cost of doing business 19 per cent — The quarterly report a constant inspiration — Result of eight years' work

AN annual turnover of $200,000, weekly sales averaging $600; cost of doing business, 19 per cent.—these are three outstanding facts in the record of E. J. Hart & Bro., men's wear dealers, Edmonton, Alta. This firm, in common with many other retail concerns in the West, had a modest beginning. The building which they opened fo. business eight years ago was a very small one, as compared with their present store, and everything else may be said to have been in proportion, with the exception of the purpose which the young men kept before them on leaving their homes in Newport, Ont., to make the venture.

What the Windows Have Done

How have they done it? Probably the accompanying plan of their store will afford more information on that point than might first be supposed. The store is on one of the most prominent corners in Edmonton, has a frontage of 30 feet; depth, 120 feet, and the length of the display windows is 90 feet. The plan shows the vestibule to have windows on two sides, a large display case with revolving centre stands on the street line, and the corner side of the vestibule is open save for a window or case which is large enough for unit displays. This front might have been built out flush with the street with an entrance from each side but to the merchant this theory looked good, namely, that a store with corner location should be directly approachable from that corner and that a large percentage of people attracted into a vestibule of this kind will enter the store and do business.

On one side of the store is a 60-foot window and no matter what the point of view, the front of this men's store is attractive. It demonstrates the confi-

Announcement Extraordinary

Bordered Neckwear

For the Fall and Holiday Season, we are showing 150 exclusive ideas in Bordered End Neckwear.

What they say:—

"For originality of Designs, blending of color schemes, ground weaves, unique borders, etc., we have never produced their equal."

The above is what the manufacturers of our tie silk said with reference to our lines.

Prices from $4.25 up.

Note—Our merchandise is all silk (not artificial filled), thus enabling the manufacturers to produce the best that money can buy for the price.

Our representatives are now on the road. It will pay you to defer buying until you have seen our range.

The Sword Neckwear Co., Limited
TORONTO

dence of the merchants in strong display advertising and this is the secret of their success—that, and the personality of the firm.

Specializing in the better class of men's clothing, furnishings, shoes and leather goods, this store has built up a business with the more profitable kind of trade whose price limit is not so confined as to keep the merchant within narrow margins. Moreover, the cash method has been adopted, and this fact probably explains, in some measure, how it is that the firm's cost of doing business is only about 19 per cent. of sales, as against 23 to 25 per cent. in many stores, and this includes every item not excepting partnership, insurance and salaries of the partners. Expense involved in collecting accounts, in writing off bad debts, has thus been eliminated and since the display windows are the chief medium of information to the public, the advertising item is inconsiderable.

The display in the large vestibule case is changed daily, and it is always trimmed to accord with any suggestion of weather, local condition or event. Thus, on a rainy day the case contains raincoats, umbrellas and other wet weather accessories; if there is an important convention or celebration of any kind, there is some suggestion in the case to catch the popular fancy. The revolving centre also enables the trimmer to introduce units that would benefit by constant motion. The windows themselves are always kept up to the minute, not only in methods of display, but in the style of goods shown. It may be said, therefore, that this firm practically pin their faith to their display windows for direct advertising purposes. The decorator is Edward Oehmig, formerly of Boston.

The satisfied customer has always been a factor in this store's success. Thus, if a suit of clothes does not immediately measure up to the impression formed in the customer's mind when he purchased it, the merchants are anxious to make good that impression, and do not hesitate in taking the course necessary to establish the customer's satisfaction.

SOURCE OF INSPIRATION.

Another factor of success has been the incentive of the quarterly report sheet showing the exact standing of the business, their proportion of sales and expenses and comparison with those of the preceding year. While a report on daily business is always available, this quarterly report better shows the way in which matters are shaping, and the ambition to improve upon it constantly, inspires that application to business by the members of the firm and their staff which is sure to have results. The stock of about $50,000 is turned four times a year, and this, coupled with the fact that sales average $600 weekly, indicates the size and general prosperity of the business.

STORE ARRANGEMENT.

The interior of the store is in oak, in natural finish, and the arrangement has recently been changed to admit of a new wardrobe system in the centre of the store. As laid out at the present time, the furnishings department occupies both sides of the store forward, clothing in the centre and boots and shoes on one side at the rear.

Would Boss Exchange Suit?

Evading Unfair Methods

(Continued from page 52)

W. G. Brown, Cowansville, Que.—"Much as I appreciate the injustice and while my inclinations would certainly be to courteously decline to exchange garments that had been worn, I find to-day that on account of strenuous competition especially from the larger departmental stores who make a practice of advertising 'your money back if not satisfactory,' we are obliged to put up with many injustices. We are at present trying to evade some of these unfair methods by having posted up in our store notices such as follows: 'Shirt waists that are mussed, crushed or soiled will not be exchanged or taken back.' Of course, in the case of the suit which was mussed, fifty cents would have put it in condition again and as other stores do exchange no doubt it would be policy to make the exchange, we would take it back with as good grace as we could muster and retain the customer. The above would be our course provided the suit was only mussed and could be made to look as good as new. If too badly damaged or showing wear, we would simply tell our customer we were very sorry, but for these reasons it was impossible to accommodate."

OFFICIAL ORGAN OF N.A.W.T.

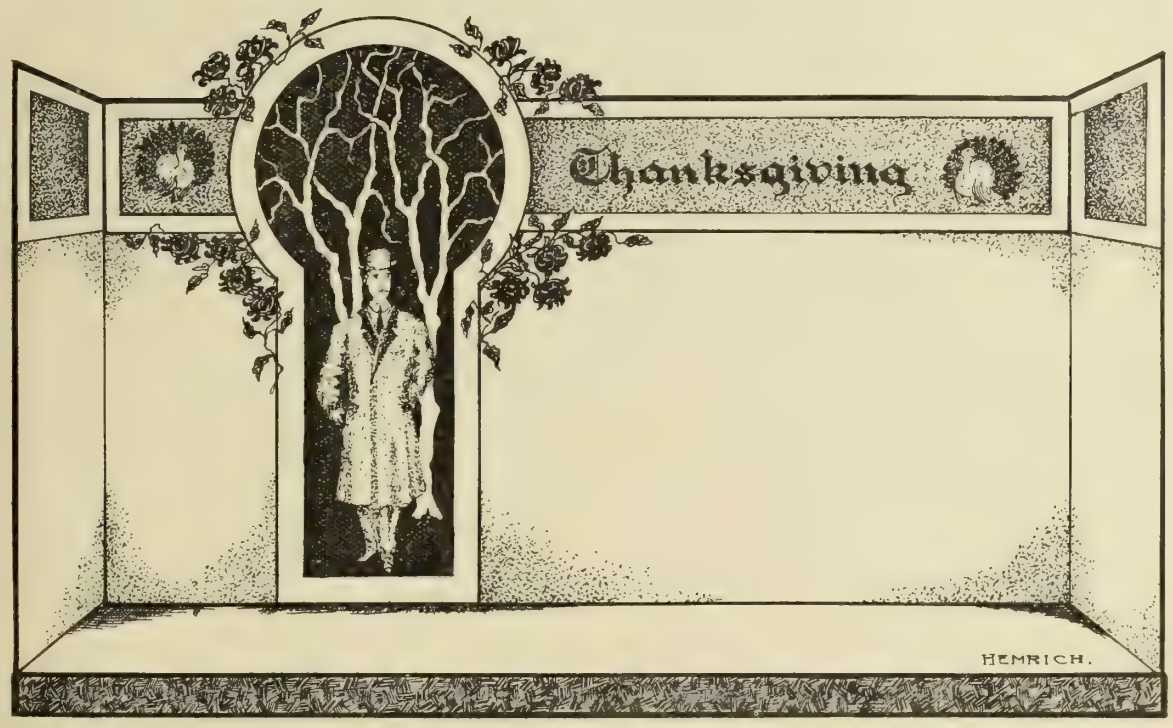
Dry Goods Review,
Toronto, Canada.

Gentlemen:—At our last convention of Window Trimmers, in Chicago, the National Association voted to make your papers, The Dry Goods Review and Men's Wear Review, its special representatives in Canada. We are sure we will receive your hearty co-operation to boost the art of window trimming. The association also voted to subscribe for the coming year for two copies of your paper, one for the president, M. Haffstadt, Knoxville, Tenn., and myself, (secretary,) for which send bill.

Respectfully yours,
P. W. Hunsicker,
Secretary.

National Association Window Trimmers,
Portsmouth, Ohio.

An Appropriate Thanksgiving Background for Display of Men's Wear



THE background illustrated here was designed for the showing of men's wearing apparel, and is very easy to construct. A background of this style leaves your entire window for displaying merchandise. It fits up close to the permanent background. The framework for upright and border panels is cut from one-inch lumber, then covered very smoothly with tan sateen of a dark shade.

The scenic cut-out work is of white felt, the figure is cut from a poster which makers of clothing put out as advertising matter, then pasted to tarlatan. The better and easier way to do this is to lay the cut-outs on a floor, stretch tarlatan over and tack on floor. Then apply paste and allow it to dry perfectly, then tack on upright panel.

A light tan sateen is stretched in the rear of framework of border panels. The letters forming the word "Thanksgiving" are cut from cardboard and air-brushed the desired color. The turkeys may be cut from decorative crepe paper and pasted to sateen, as are also the letters.

The foliage used should harmonize in color, and the chrysanthemum is a very good full flower. If price tickets are used have them small and neatly lettered.

How Ottawa Men's Outfitters Advertise

Letters to special lists — Advertisements that co-operate window displays — Cuts that illustrate goods actually in stock - Booklets discussing leading style features are used by merchants to boost business at the capital

THE men's wear dealers in Ottawa never had brighter prospects for a good business through the coming Fall than at present. But they are not going to sit back and merely wait for customers to walk in without doing some extensive advertising. The daily papers are the favorite medium with men's wear dealers in Ottawa. Several of them, however, have great faith in the circular letter and well printed circular or booklet, in which special lines are illustrated and explained in detail.

A representative of the Men's Wear Review interviewed the majority of the dealers this week to find out what advertising policy they are pursuing this year and what the outlook for business is. Almost everyone said that to make their advertising attractive the use of cuts must be realized as one of the chief features. Hermon Beament, of Beament and Johnson, said, "My idea of making advertising successful is to show cuts of the goods. The cuts must be attractive or they will not do the work. We usually advertise one thing at a time and use up most of the space we buy with a smart-looking cut of the article we wish to advertise.

"We issue an attractive booklet which we send out to both our regular and prospective customers and in it we lay before them the most interesting things about new styles. Every month we issue one thousand of these booklets for distribution through the mails. We are cutting out the use of calendars for advertising. About two years ago we concluded they were no use."

* * *

Issues Fashion Books

E. F. Ely, proprietor of exclusive men's wear stores in Ottawa and Toronto, believes that it pays to advertise extensively through the medium of booklets, theatre programmes and the daily newspapers. "If you issue booklets or circular letters, have them printed on the very best paper and in the very best style," is his advice. "If cheap material is used and cheap work encouraged," he says, "your booklet is quickly thrown away, but if it is tastily gotten up it is kept."

The covers of the little fashion books issued by Mr. Ely are works of art and richly and profusely illustrated. He draws the illustrations himself and his wife colors them. Seven-eighths of the space he uses in the daily papers is taken up with cuts, made from his drawings.

Every week he buys a space in the Dominion Theatre programme and uses it to tell readers some of the latest news in the fashion world. A surprisingly large number of young men read ads. religiously. The following is a copy of the advertisement Mr. Ely is running in the programme in question this week:

"Color in men's ties:—Sometimes it is the shape of the tie that most attracts, sometimes the weave of the silk, sometimes the design is the most noticeable fature, but for this autumn and winter it is the color of the tie that makes the difference. All other features in men's ties are secondary. To have a bright, snappy touch of color in the tie is most desirable, something that is in direct contrast to the sombre suits that most men wear, and now that the vest is cut very high and must be of the same material as the coat, to give the right effect the tie must be bright in color. Bright Cardinal, Terra Cotta, Oriole and Green are fashionable. Bright Blues and many entirely new tones in brighter hues are also shown at Ely's Tie Shop at 188 Sparks Street."

* * *

Window and Ads. Co-Operate.

"I am not introducing the circular letter this Fall," said W. H. Blair, of Blair's Limited, when asked about what method of advertising he is going to adopt this Fall. "I believe it is a good thing though. Next Spring I am going to commence to carry out some new advertising ideas I have in my head at present. In the meantime I am going to use the newspapers extensively in addition to my windows. I take care to fill my windows with the goods that I advertise. The day of advertising without illustrating with cuts of the goods has gone by."

* * *

Letters to Special List.

Stewart McClenaghan, president of The Two Macs, Ltd., says he will send out by mail to a special list, a number of letters through which he will tell of some of the new ideas for men's wear that are being introduced this Fall.

These letters will be followed up with the new Fall catalogue.

The Two Macs advertise through every conceivable local and district medium and this Fall they are going to advertise more extensively than they have ever done before.

"Some merchants think advertising does not pay. They may not get results quick enough to suit them, but if they would keep up the policy for a time they would learn differently. I found this out by experience," says Mr. McClenaghan.

* * *

Papers and Windows.

R. McGiffin, who has three exclusive men's wear stores in Ottawa is one of the few merchants who does not use the booklet or letter form of advertising. He places his faith in his windows and the daily newspapers to reach customers. He too, agrees that attractive cuts help to sell goods.

Other dealers in Ottawa testify to the value of booklets and newspapers and are going to use both mediums this Fall more than they have ever done before.

Two Macs Enlarge Store.

An additional floor space of 3,300 square feet has just been added to the store of The Two Macs, Limited, Ottawa. The ground floor of the store now measures 10,000 square feet and there are 200 feet of display windows on the corner of Bank and Sparks Streets, by far the busiest corner in the city.

Less than 25 years ago The Two Macs opened a store on the same corner with a floor space measuring less than 1,000 feet. The recent addition was acquired for the purpose of extending the ready-to-wear clothing department and the space it occupied in the old building has been taken over to make more room for other departments. At a cost of $5,000, fifteen new, revolving wardrobes have been put in, each wardrobe holding 200 suits or 100 overcoats. The boy's clothing department has been enlarged considerably.

The boot and shoe department has been made twice its former size. "The Two Macs" do a big business in boots and shoes. Last year their turnover in this department alone was $37,000, and this week they placed an order for 20,000 pairs of four and five dollar shoes with a Canadian firm. The total turnover of The Two Macs during the year which has just closed was over $300.000. They also do an extensive trade in made-to-order clothing and among their customers are the majority of the Cabinet Ministers.

Mr. McClenaghan says that he has built up his business largely by following a consistent policy of advertising.

Have Improved Their Store

Alterations and improvements have just been made to the clothing and men's wear store of Power Bros., 202 Sparks Street, Ottawa. Thirty feet has been added to the length, making the total length of the store now 100 feet. A new hardwood floor has been laid, a fancy metal ceiling replaces the former plaster one, and two handsome L-shaped windows have been installed, which have made the store still more attractive.

Instead of the ordinary system of lighting, which Power Bros. had in their store formerly, they now have about 20 tungsten lamps of eighty candle power each suspended from fancy reflectors. The windows are ten feet high, on a mahogany base, standing about eighteen inches above the level of the sidewalk. In the front, each measures four feet six inches wide, and after running back that width for four feet, open out to six feet wide and are that width back two feet to the door line. The corners of the plate glass are set in solid copper and the floors of the window spaces are in light hard maple.

Power Bros. are also adding new fixtures and show cases.

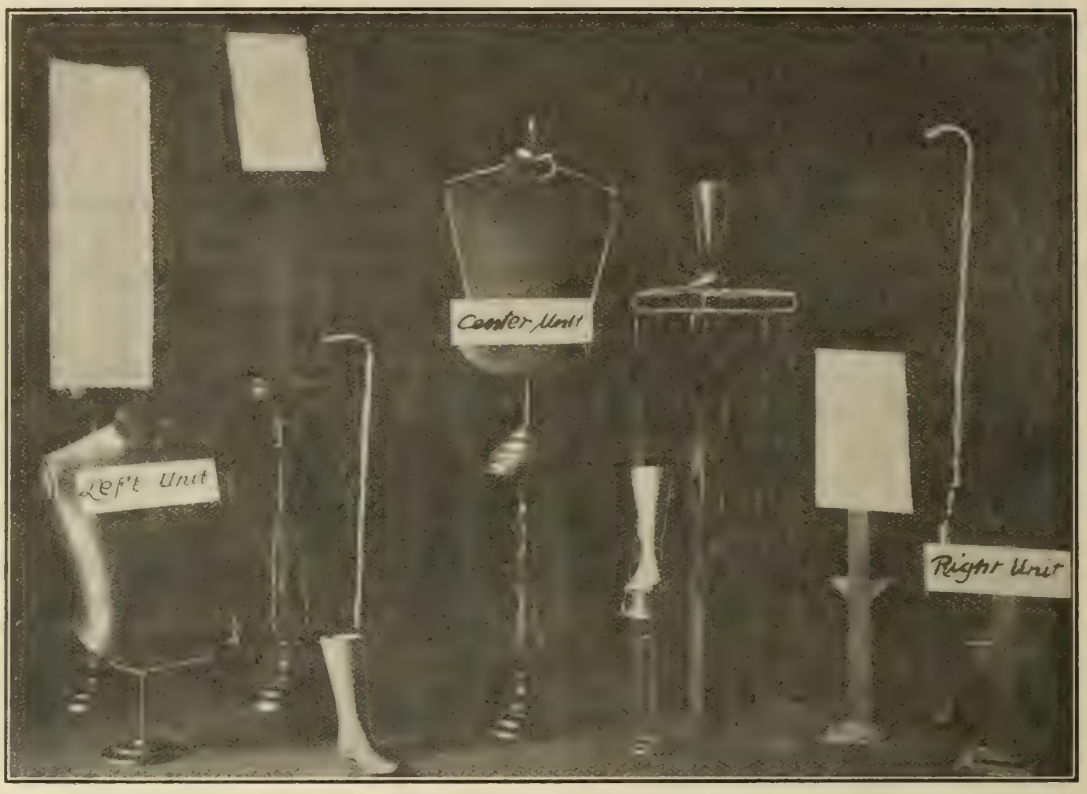
Lines Adapted to Canadian Trade

Montreal, Sept. 17.

The new range of samples of English and Scotch knitted goods for 1913 indicate that the manufacturers across the water are adopting models that have proved popular with the Canadian trade.

There has been some criticism to the effect that the manufacturers in the Old Country did not study closely enough the style features that were mostly in vogue in Canada. These manufacturers have claimed that their models were "right" but that the Canadian buyer was wrong and while perhaps they may have had good reasons for thinking so, yet, after all, the buyer has the say as to what he will or will not purchase.

Evidently the Canadian buyer has made it plain that he intends to exercise his own judgment in the matter for the new samples certainly lead to that impression.



Arrangement of fixtures for shirting window. The display, it will be noted, is divided into three units.

Draping to Suggest Finished Garment

Methods demonstrated at the C.W.T.A. Convention — Plans being made for a larger showing of men's wear work next year — Illustrated talk by George J. Cowan, Chicago — Care of wax figures — Resolutions of appreciation

THE shirting window and fixtures here illustrated embody an idea that was worked out in a demonstration at the convention of Canadian Window Trimmers. It shows shirting fabrics made up to suggest the effect in the completed garment. There is nothing difficult in this display. The fabric is draped over a flat board and either a box pleat or a series of pleats may be introduced. The end of the fabric is fastened over the top of the board brought over the front, and may be so arranged as to suggest cuffs. A collar is placed in position at the top, neckwear and other accessories arranged to suit. The same setting could be employed for a combination showing of ready-to-wear shirts and fabrics for ordered garments.

There were several men's wear trimmers at the convention who took a live interest in the demonstrations and discussions. Plans are now being considered for a still greater portion of the program to be devoted to men's wear work, including papers and demonstrations by some of the best men on both sides of the line.

• • •

Evolution of Display Advertising

A stereopticon talk that delved into the antiquity of display advertising, illustrated its very interesting development by reproductions of old prints showing the methods employed in London centuries ago, and so on to the present time with its ornate backgrounds, artistically grouped merchandise and its interpretation of special accessories, was given at the C.W.T.A. Convention by George J. Cowan, window trimming expert, Dry Goods Reporter, Chicago.

The Egyptian slave dealer was no less enterprising than the modern merchant, for he believed in his human "wares" in front of his bazaar. Centuries ago, in London. merchants displayed their goods in

How to Drape Fabrics to Suggest Completed Effect



Three units are used in arranging this attractive display of shirtings. Fixtures are shown on opposite page. It will be noticed that fabrics are draped on easels to suggest the finished appearance of a pleated front. This is done by drawing fabric over easel, fastening at back and pleating as desired.

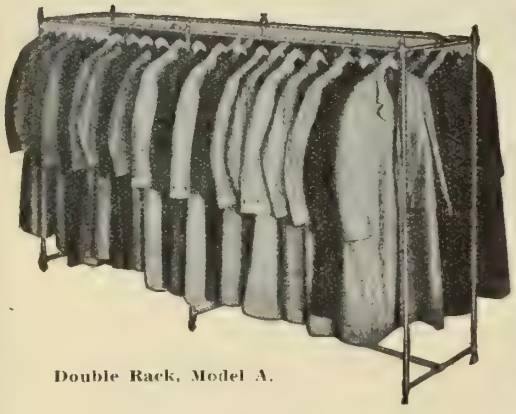
THE TAYLOR MADE RACK SYSTEM

WILL INCREASE YOUR CLOTHING SALES.

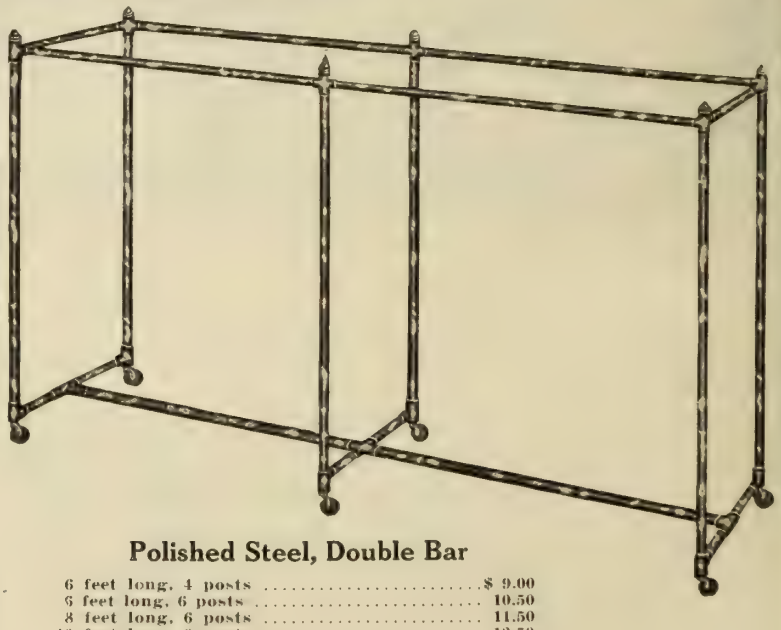
Does this illustration appeal to you as being good business—To keep your clothing in saleable condition. Send us your order to-day.



This store equipped with Taylor-Made Racks.



Double Rack, Model A.



PRICE OF RACKS

Oxidized Copper, Double Bar

6 feet long, 6 posts	$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

Polished Steel, Double Bar

6 feet long, 4 posts	$ 9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

We want you to have one of our new catalogues showing up-to-date window trims.

THE TAYLOR MANUFACTURING COMPANY

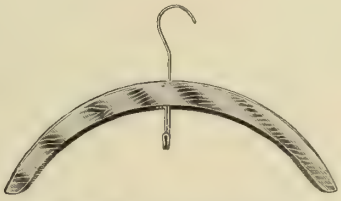
82 Queen Street N., Hamilton, Ont.

THESE ARE THE CORRECT HANGERS

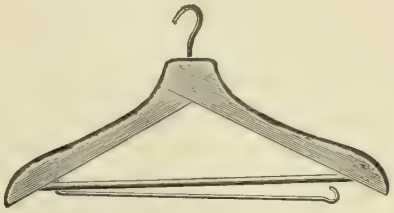
NO METAL TO DAMAGE THE GARMENTS



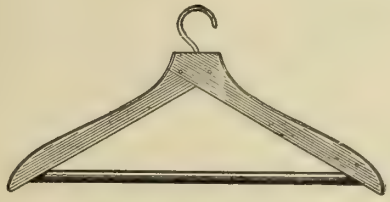
No. 31—Coat Hanger.
Smooth hand buff, wax finish, per 100 .....$3.50



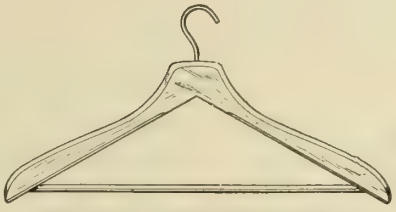
No. 25—Skirt Hanger.
With hook to skirt at placket, per 100 .....$6.00



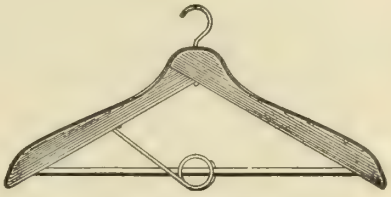
No. 54—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100.....$10.00



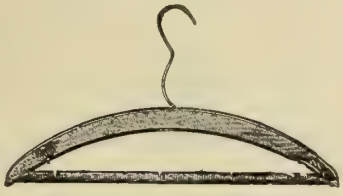
No. 33 I B—Combination Suit Hanger.
Per 100 .....$7.50
No. 33, same without bar, per 100 .....$6.50
No. 33. B. Boys, 15 inches wide, per 100 .....$7.50
No. 39. B. Overcoat, 20 in. wide, per 100 .....$8.50
No. 39. Overcoat hanger without bar, per 100 .....$7.50



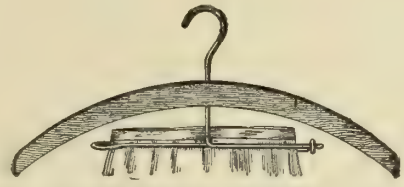
No. 34 I B—Combination Suit Hanger.
Inserted trouser bar, per 100.$8.00



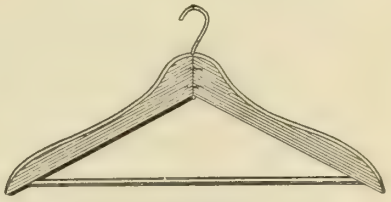
No. 64—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100 .....$9.00
No. 64—Boys. 15 in. Same price.



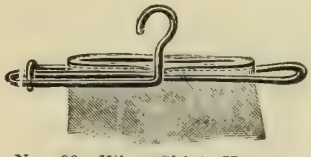
No. 31 X B—Suit Hanger.
With tacked trouser bar, per 100 .....$5.00



No. 92—Ladies' Combination Suit Hanger.
With wire attachment to hold skirt, per 100.....$6.00



No. 321—Combination Suit Hanger.
With inserted bar, per 100.$5.00



No. 90—Wire Skirt Hanger.
Holds skirt folded as shown, per 100 .....$4.00

We are the Largest Dealers in Hangers in Canada



No. 74—B Comb—Suit Hanger.
With rounded neck piece and curved arms. The most perfect garment hanger ever made.
$15.00 per 100.

We want you to have one of our new catalogues showing up-to-date window trims.

Write for new catalogue No. 96.

Mail Orders Promptly Filled.
Write To-day.

THE TAYLOR MANUFACTURING COMPANY

HAMILTON - CANADA

ponderous looking bulkheads, which, in the evenings when shutters were up, became the meeting places of city gossips. It took many years to evolve the large, open front, with all sashes out and any other obstacles to the vision removed. Some of the most recent windows used in the Selfridge store, London, Marshall Field, Chicago, Mandel Bros., Chicago, and others of the largest American stores were shown, each containing some definite idea which was quite as applicable to the smallest store as to the large departmental concern. An interesting series was that of the National Cash Register Co., showing faulty windows and signs corrected and made immeasureably more effective. Windows for Fall and Spring opening, for every conceivable occasion or line of merchandise were shown, and the educative value of the talk was therefore inestimable. In this, as in other features of the program, the selling importance of the window was emphasized, and criticism candidly applied by the lecturer to any display that appeared to be overdone in non-essentials.

* * *

Care of Wax Figures.

How to clean, prepare and care for wax figures, was the subject discussed by Thos. Dale, fixture specialist, Toronto. His advice to the members is embraced in the following six "dont's."

1. Don't leave your figure exposed to the sun's rays. You must keep in mind that they are wax, not wood or cast iron. I have yet to see the purely wax figure that will stand the direct rays of the sun focused through a plate glass window.

2. Don't leave your figures exposed to flies and dust, as they will then very soon become unfit for displaying dainty costumes, the purpose for which they were introduced.

3. Don't leave your place of business Saturday night without first making sure that your blinds or awnings are so arranged that your figures will be properly protected over the Sunday.

4. When you wish to remove a wax figure head from a form, don't take it by the face or neck, and thereby leave the imprints of your fingers on the surface of the wax.

5. Don't, when you wish to place a head on a figure, do the very same thing over again. There is a right and a wrong way of doing these things. Place one hand on top of the head and tilt the head back so as to allow you to place the other hand underneath. There is now no need at any time of touching the surface.

6. Don't, when carrying one of your figures from the window or from one department to another, allow the arms to be stretched out at either side. They are liable to come in contact with a pillar of a corner, and then don't write in to the manufacturer and say that in some mysterious manner the fingers fell off.

Resolutions of Appreciation.

The following resolutions received the hearty approval of the convention:

Moved by Mr. Robinson, seconded by Mr. Macdonald, that the hearty thanks of this Association be and is hereby extended to Mr. Hess, Mr. Koerber, Mr. Cowan and Mr. Hollinsworth, Mr. Dale and others for their very intereting and instructive talks. The information which they have given us has afforded a still broader view of the practical side of window trimming and the value of display advertising, and the feeling of this Association is that it is to be congratulated upon the co-operation which these gentlemen have so readily extended.

Moved by M. Brown, Amherst, seconded by Mr. Greenhill, Brantford, that the secretary be instructed to convey the thanks of this Association to those firms who contributed so generously to the prize list, and to the fund necessary in carrying this convention to a successful issue.

Moved by Mr. Maude, seconded by Mr. Robinson that the hearty thanks of the Association be extended to the management and staff of the Prince George Hotel for the many courtesies extended the Association during its first annual convention.

Moved by Mr. McNabb, seconded by Mr. McNicholl, that this association place on record its appreciation of the kindness of the following firms in making available material and equipment for the various demonstrations: Dale & Pearsall, for the use of forms; Taylor Mfg. Co., for men's wear fixtures; Mr. H. Foggan, Stanley & Bosworth & Dunfield & Co., for shirts and accessories for men's wear displays; Robert Simpson Co. for flags and fabrics used in decorations and drapings.



T. M. ARMSTRONG
Decorator, ad-man and card writer for Moore & Armstrong, Barrie.

New Store a Series of Interior Shops

Unique ideas introduced in Filene establishment just opened — Smoking room and barber shop for boys in clothing section — Collar salesmen wear gloves of grey silk — The automatic bargain basement — How stocks are carried

INTERESTING features of the magnificent store recently opened by William Filene's, Sons Co., Boston, are the numerous little shops or bazaars into which the different sections are divided. Thus, on entering the men's clothing department, which is by the way, an addition to the business, one is pointed directly to the little shop in which is the particular class of merchandise desired by the signs over the shop doors. Here, for example, are sold evening clothes. Stepping into the little shop we find ourselves surrounded by high cabinets (of which there are upwards of 100 altogether), containing a wide variety of fabrics and designs of clothes for evening wear. These are exhibited under artificial light to get the same effect as when the garments are worn, or if you prefer you may step into the daylight near at hand.

Absolute satisfaction to the customer will be the rule in this clothing department. Accommodation will also figure to no small extent. Great stress is placed on this point in the alteration rooms. Should a patron wish a suit altered in a hurry, he will be told, for instance, that in order to accommodate him the trouser bottoms (which are all unfinished in this stock) have been felled by machine, but that at any time, at his convenience, if they are returned, the house will replace the machine work with hand work, which they very much prefer to have on all their garments.

On the same floor with the men's clothing department are the departments for boys' clothing, custom shirts, custom clothing and specialty clothing for motoring or other athletic purposes, men's and boys' shoes, boys' furnishings and hats and caps.

Some of the creature comforts adjacent are a smoking room, a spick and span, no-tip barber shop, presided over by half a dozen white-suited artists and half as many pretty manicure ladies. There is a separate barber shop for boys' and still another for children.

METHODS IN COLLAR SECTION.

A striking feature of the furnishings department is the collar stock. This is carried in a long bank of drawers, each drawer holding three boxes with covers off, three sizes in the same style to each drawer. The style and sizes are on neat little printed labels on the front of the drawer. Sixty-six styles of two-for-a-quarter collars of 25-cent value, put up in individual boxes, at 50 cents per box. The collar salesmen will wear gray silk gloves.

If a customer is of an uncertain mind as to the style or the height of collar desired he may select any number of collars, retire to a convenient dressing room and try them on to his satisfaction, and make his selections in this manner.

A novel stock-keeping idea in this department is the combination of lot number and selling price; for example: Lot 01100 sells for $1; lot 01150, same garment in another style, sells for $1.50.

A shirt for $1, with an extra pair of soft cuffs, which may be returned with the shirt and be attached when the original pair of cuffs show signs of wear will be a factor in the establishment of this new store as a shirt centre.

One noteworthy feature commented upon at the time of the opening was the undoubted enthusiasm and co-operation of the employes. It is clear that the personal interest of the store's employes is intense and real. Practically the entire force worked until very late the night before the opening and were willing to work throughout the entire night if necessary. It will be recalled that the Filene store has been for many years conspicuous in its broad treatment of its employes.

AUTOMATIC BARGAIN BASEMENT.

Above ground it is a big store, but below ground there's still another, for there is found the automatic bargain basement. This is no cheap, mixup, scramble-and-get-away rummage sale of odd lots either. This is a dignified series of little shops, arranged just as in the main store, where the shopper can examine special values in all lines. If it isn't a special value it cannot find its way into the basement store, for it is governed by an automatic price reduction plan that clips a quarter off all merchandise two weeks old. Another quarter at the end of the third week and still another if any of the lot remains when four weeks have passed. No lots are exempt from this rule, and this store carries no regular stocks. All merchandise sold in the bargain basement must be dependable in quality and special in prices. These are the only essentials.

Few people realize how quickly Automatic Bargain Basement lots sell. Instances are on record of 115 coats selling in eight minutes, 2,750 aprons in a day, 104 silk waists in 15 minutes, a lot of 5,200 pairs of stockings in one day, 300 capes in an hour.

(Continued on page 82.)

Foggan Solves Problem of Lost Motion

Toronto's men's wear dealer carries on business in space 9 x 16 feet — Smallest men's wear store in Canada has stockroom six times as large — In hotel block and captures convention business by means of welcoming streamers — Space for customers 2½ feet wide — In exclusive section

A MEN'S wear shop that is not much larger than a good-sized garment display case, and which has for stock room a space more than six times its size, is that conducted by M. H. Foggan, 129 King St. West, Toronto. The store is nine feet deep by sixteen feet long, while the stock room in the basement has a length of 60 feet. When new goods are required to replenish stocks in the store, it is necessary to descend through a trap-door at one side of the store and behind a counter, and it is not a very "yawning" trap-door either.

"There is just nice room for salesmanship in this store," states Mr. Foggan, "but I have yet to hear a customer complain about limited dimensions. You see it appeals, in a way, to their curiosity to enter what we consider to be the smallest men's wear store in Canada, and in a place of this kind it must be all business and no frills."

The store is in the Prince George Hotel block, and its outward appearance is somewhat deceptive. It has an eight-foot window little more than one foot deep yet the displays give no suggestion of crowding or over-economy in available space. The window is now being improved by the introduction of dividers which will enable Mr. Foggan to better arrange his displays in series of distinct units. From the exterior the store has the appearance of one many times the size.

SPACE PER CUSTOMER.

Ask the proprietor how much space should the average customer require for shopping purposes, and he will probably say that 2½ feet is a reasonable amount, that being the width between his counter and the wall cabinet which runs along the rear wall of his store. It is a space which seems to take the high cost of living and the stylish slim outline into consideration, but in order that his store shall not be found lacking should a particularly well-fed person enter, Fr. Foggan is having the width of his counter cases reduced to twelve inches, and he reserves eighteen inches for himself behind the counter. Against the window background is arranged another glass-enclosed display fixture. Thus, back, front and both sides are used to carry stock neatly, and there is then room left for neat display units or other suggestive arrangement of goods on the counters. The door is at one side.

GETS CONVENTION BUSINESS.

"It is impossible to lose the goods in a store of this size," said Mr. Foggan. "When a customer enters, he can take in the entire stock in a few glances, for, to as great an extent as possible, the displays are representative of the lines we carry in men's furnishings and raincoats. Our windows are our best advertising mediums. During the past Summer several very important conventions have been held in the hotel and I have obtained considerable business from them by placing against the window, so as not to hide the displays, a banner or streamer welcoming the visitors. During the window trimmers' convention, for example, many of the boys dropped in to say that they appreciated a streamer in the window calling attention to their meetings. I believe in lots of light and among the changes now being made is the addition of extra lamps so that we shall have, all told, five thousand candle power for store and windows."

SALES MADE QUICKLY.

The store's size solves the lost motion problem for Mr. Foggan. He states that stocks are so easily reached, and new lines so accessible to customers for inspection that sales are made very quickly. He is, therefore, his own salesforce, and has his mid-day meal brought to him from a restaurant. On rush occasions or when it is necessary for him to leave the store of an evening, he arranges with an assistant for the time being.

It is an unusual store for so exclusive a quarter as King Street West, in which men's wear establishments are rich in dimensions and fixtures, to say nothing of the stocks; yet "Foggan" is getting the business.

New Store a Series of Shops.

(Continued from page 81)

It is not difficult to understand that the prices must have been extraordinary low to make records such as these.

Althought the new building stands only 125 feet above the street, it is carried 53 feet below the sidewalk, its three additional floors thus obtained giving 11 in all. Each storey is exceptionally high, too, so that the building is perhaps the equivalent of one of 16 storeys, as construction ordinarily goes.

NECKWEAR AND ACCESSORIES

Later styles now going to the trade — Wide military stripes featured in New York — Great variety in knitted designs — Heather effects to match clothing fabrics — Border ends and odd spacings in silks — Tendency in neckwear

CHRISTMAS novelty neckwear samples have already been shown in some centres. Later novelties are being sent out to augment assortments and develop the styles which, according to early indications, are being well received.

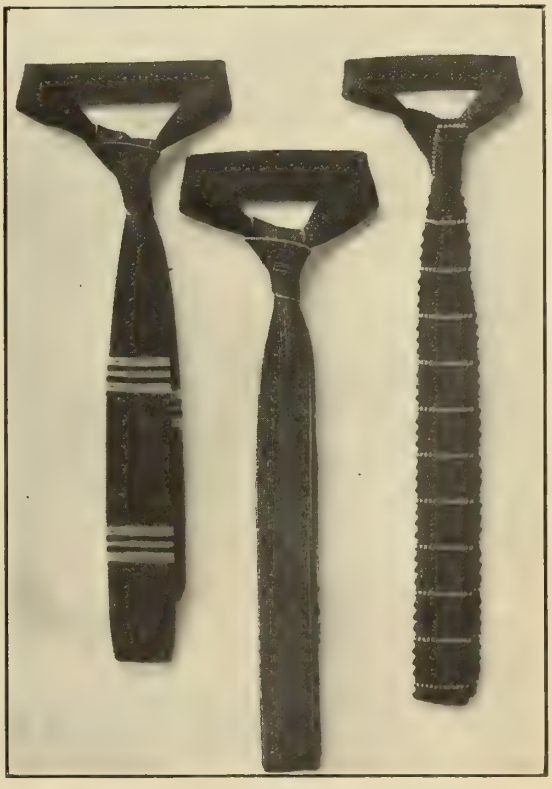
The question of discounts is brought up for consideration. The tendency in all sections of the manufacturing and furnishing trade is for close discounts and shorter datings. Ready-to-wear, silks and wholesale dating terms have shown this. For late Christmas buying, 10 per cent. extra discount, with non-guaranteed delivery, 1st to 15th December, is a concession which should appeal to men's furnishers. Neckwear is comparatively a small part of a haberdasher's stock from the point of view of investment involved. The bulk of ties sold in December are chosen during the ten days preceding Christmas and to take advantage of the extra discount, Jan. 1-10, is an easy matter with any merchant doing a fair turnover.

But it is argued that merchants only get values they pay for and are satisfied with closer terms of confidence in selling numbers and natty styles are essential. Merchants always talk down to a price and have to consider increased costs of doing business, shorter seasons and an insistent vogue. Manufacturers have the same conditions and claim to-day's styles require more materials and better silks, more novelty and quick changing designs with consequent factory losses. Ranges required to meet all classses of trade are increasing. Selling costs of the road are higher.

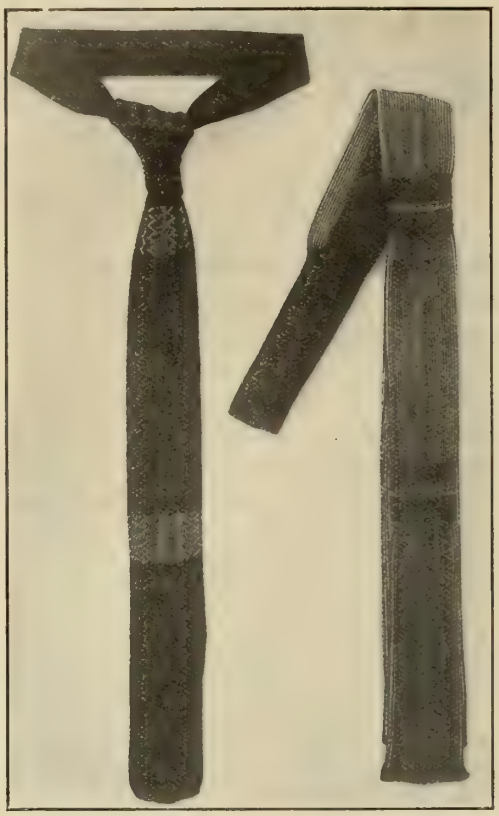
MERCHANTS ARE SPECIALIZING.

Every day more merchants are specializing on higher prices, larger quantities and turnover and quicker seasonable reduction. They are adopting correct ideas in merchandising. The trade is not to blame because they can secure values giving proper profits and selling patterns in leading colorings. To apply salesmanship in introducing higher-priced novelties and creating a standard according to locality served, will do a great deal in educating the public to better class neckwear.

Merchants do not seem willing to go the limit for 50c and 75c neckwear, while they can buy suitable lines at less. If values or qualities and designs are not available at less than $4.50 and $6.50, buyers go those prices with a view to assorting their showings. Curtailing ranges and values to increase the demand for 75c and $1.00 neckwear is only possible by means of co-operation. Customers have to be educated through the merchant. As discounts and closer datings are adopted and manufacturers are more concerted in the matter, results will show more progress. Meanwhile merchants are taking advantage of conditions both in assorting stocks and increasing profits. It is not their concern regarding either prices or patterns if the goods sell. The 50c impression is not thought of. However, not so very long ago 25c ties were quantity sellers and the buyer's inclination is to



Neat designs in shot and crochet knitted neckwear by Laces and Braid Mfg. Co., Toronto.



Novelty knitted ties in all silk, hand crochet and bar effects. — Monarch Knitting Co., Dunville.

get prices consistent with the appearance or style whether his purchases cost $2.25 or $4.50 dozen.

FEATURES OF GIFT LINES.

Generally there is no great change in styles and patterns of Christmas neckwear. New velour silks in bias stripes, self and Persian bars, brocades and kindred lines, small floral, conventional and stripe designs with bordered ends, are seen in entirely new numbers.

Open-end Derbys in bulk or individual boxes as desired, feature small designs to match the predominating colors of Spring tweeds and suitings. Some of the fabrics are almost similar to the overlaid effects favored. A few line stripes are shown and Paisleys are also favored for the inevitable gift demand. Most buyers are assorting ¼ dozen each of the best combinations. One line at $6.50 is particularly good and another quality has been taken in gold, cardinals, browns, and Indian effects produced by these colors—gold with blue or yellow, and soft browns leading. Ranges as assorted in books show half-shot and half-plain silks. The trade prefer small quiet patterns with bright shades as a contrast so far as can be seen by orders already booked.

Each season brings its own novelties and one of these is the unique spacing of stripes and bars. Bordered ends are the strong feature of the neckwear market. The soft finish and lustrous texture of newer fabrics such as velour silks, brocades and fancies lend themselves to a neat knot and have the approval of the most exclusive shops.

For more staple trade, every design is shown in black and white and some sections still call for cardinals. About 4 of the best colorings from each book interest a buyer, who is taking a fair assortment. Some good values to retail at 25c are offered and among the staple silks, failles, poplins and bengalines, usual shades are wanted with the season's style colors doubled in quantity. New York is now wearing broad military stripes, one-eighth to three-quarter inch wide and cut on the bias.

KNITTED NECKWEAR.

The situation regarding knitted ties is unique. The trade is calling for something different and is at present showing hand crochet effects both in silk and mercerised. These are mostly in a conspicuous cross-bar or plain shades. Among the novelties lately is a diagonal knit from the centre line resembling a herring-bone effect, while another knit bears a



Bordered ends and odd spacings is a feature of the new neckwear. The examples illustrated are in grey and white novelty silk. — By E. & S. Currie, Toronto.

Quality CAMPBELL'S CLOTHING Quality

Build and Keep the Profitable Business

This is a proposition which faces every retailer throughout the country. His stock of ready-to-wear suits and overcoats may be all right, but has he the satisfactory made-to-measure service to back it up? You can get this business pulling combination in its highest degree with

CAMPBELL CLOTHING
AND
CAMPBELL SERVICE

For its superiority in style, quality and value, Campbell Clothing is known in Canada from the Atlantic to the Pacific. Campbell made-to-measure service is equally well known for the thorough satisfaction it gives dealers and customers.

THE CAMPBELL MFG. CO., LIMITED
MONTREAL

CAMPBELL'S Quality CLOTHING

SHIRTS, COLLARS AND CUFFS

Higher standard of quality the feature of new shirt lines for Spring — Difference in demand now and seven years ago — Great volume of trade done on better values — An interesting stage in shirt manufacture and retailing — An opportunity that calls for clever salesmanship.

THE most notable feature of the new Spring shirt ranges is the emphasis that has been placed upon quality of a higher standard than what has usually obtained. It is an interesting fact, not only to the manufacturer, but to the retailer that while there is to-day a very strong demand for shirts at $18, $24, and $27 the dozen, the great volume of trade seven years ago was done in $10, $12, and $15 lines, and this fact doesn't indicate that former values have become advanced, but that the trade has gradually come to an appreciation of better quality and incidentally, better profits.

While an enormous business is still done in cheaper lines, the proportion of every community showing an increasing interest in the better lines is becoming larger. Manufacturers have not been slow to observe this tendency and the men's wear dealer is seeing in it an opportunity to help the department turnover. The result is a much larger range of high-class fabrics than has ever been shown to the trade in a general way before.

So far as patterns are concerned, there is little to say. As one manufacturer described the situation: "Stripes are everything stripes in blue, black, green, tan and combinations of all four, while in plain-colored fabrics there is nothing that has not already been described. Soiesette, madras, mercerized fabrics, some silks, and silk mixtures are featured in the better lines—and the neater the design the better it sells. You see, shirts may be said to be passing through a very interesting stage. The season does not matter so much as it did years ago when negligees for Summer and stiff fronts for Winter were the rule. Now, we find merchants demanding immediate delivery on Spring lines. What is the reason? They want to fill up or brighten their Fall ranges. The features have been standardized to such an extent that garments intended for one season are good in another, and the proposition is one that simmers down to skilful salesmanship. Variety of desirable fabric has been the point to which special attention has been paid, and the merchant knows that the time is ripe for such a development. Given a range of patterns that cannot possibly be wrong, the next point to emphasize is quality; and development of the shirt department along that line will be marked in the next few years. For this reason the productions of each season are decidedly interesting."

Neckware and Accessories

Continued from page 84.

striking similarity to a heather mixture and comes in shades to match fabric tones perfectly.

During the past month entirely new ranges of domestic knitted ties to retail from 50c each to $3.50 each have been presented to the trade. There seems to be no limit to the variety of designs. To show all the color combinations takes an immense range of samples. As an example of the extent of the showings some of the samples, particularly knitted silk ties at $21 dozen, are in 12 designs and 30 different color combinations. In pure silks at $16.50, $21, and $24 dozen, the designs and qualities are equal to anything ever shown to the trade before.

The broadness of the range is given to show the possibility of suitable selection. The newer novelties are made in crochet and line with bars, hobbles, and entirely new conceits in color combinations or any ground work preferred.

The possibilities of the departure now before the trade depends on the reception, which is given domestic makes. Designing is the last word and if the field is sufficient to warrant the development of newer ideas, the same will be made to order. This opens the possibilities of initial, monogram, cross-bar, diagonal and a host of color combinations to conform with the demand either of the specialty shop or furnishing department.

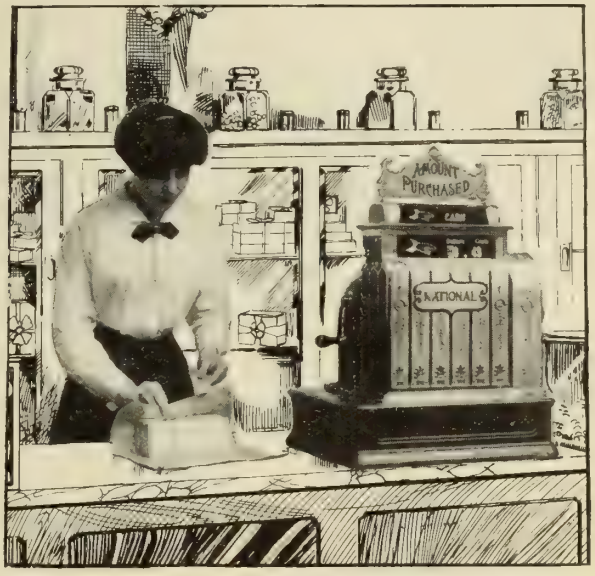
To offset the feeling in some centres regarding the future of knitted ties, the confidence with which the newer ranges are shown would suggest a revival in retailing. While some buyers are shelving crochet ties in favor of silks because the former wear too long, general trade will not be able to pass up these newer numbers for Christmas and the gift season, stock in packed ½ dozen in special lithographed or monogram boxes.

Study the Needs of Your Store

Adopt a System which gives both quick service and protection



Local Station in Department Store. No. 143 Register.



Receipt-Printing Register for Dry Goods and Quick Service Departments

QUICK service and protection are given in departments where sales-slips and inspection are necessary by the National Slip-Printing Register.

A cashier-inspector at these stations makes change, inspects and wraps the goods. There is no waiting for money to return. The entire operation requires but a fraction of the time ordinarily required.

The printed record on the sales-slip guarantees that the record left in the store is the same as that carried away by the customer.

This system is flexible. Registers can be readily moved to other parts of the store and there is no disfiguring overhead equipment.

This is the modern way by which Department and large Dry Goods stores overcome the weakness of the written sales-slip and quicken the service.

AT small goods counters in Department stores and in all departments of smaller dry goods stores, receipt-printing Nationals are needed.

Quick service is combined with real protection.

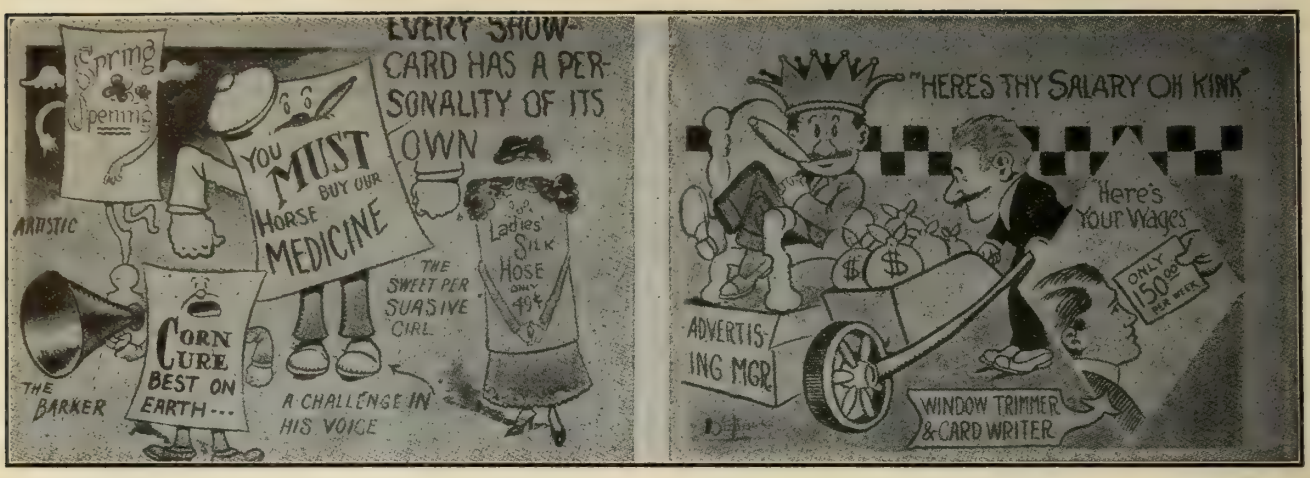
Sales persons and not inspectors handle these registers. Change is made instantly. A printed receipt is put in every parcel and a correct record made on the adding wheels of the register.

The proprietor of the dry goods store has an accurate and complete check on his business. The printed receipt takes the place of the sales-slip on the sales in quick service departments of Deparment stores. The expense of sales-slips and the time of making them out is saved.

The National Cash Register Company

Headquarters for Canada: 285 Yonge St. Toronto

CANADIAN FACTORY: TORONTO



Cartoons by R. R. Shuman, Chicago, illustrating the so-called personality of the Show Card, and an amusing suggestion as to the relative importance of the card writer and advertising manager.

Live Display Card Questions Discussed

Use of the over-refined card — Not adaptable to every kind of display — The use of distemper colors — How the card should be placed in the window — Message should be clean-cut — Avoid screamers

(For the "Review" by J. C. Edwards.)

ARE stores, in general, ready to accept the over-refined card—that is, the card that is smaller than usual and with very fine lettering? It is my opinion that, if it must come, the trade will have become educated to it very gradually. One cannot very easily lose sight of the fact that the card must be adapted to the display. The small, dainty card is in its place in a jewelry window, where it is nearer the level of the eye and seems to fit in with the highly artistic specimens of workmanship displayed, but for larger goods such as clothing, housefurnishings, massy merchandising displays of any kind a larger card with clear lettering and bright wording is never out of place.

* * *

Placing the Show Cards.

Where should the show card be placed in a display window? The card should not be the most prominent thing in the window. It should harmonize with the general setting, yet with sufficient contrast to attract the eye. It can do this and still be a part of the whole. The card should never be placed against goods displayed. It must stand in relief and its place is on the floor, not raised high enough to interfere with a clear view of the goods. Under no circumstance should a card be placed flat against the glass. It should come within the same focus or perspective as the goods.

Avoid the Screamer

The wording on a show card should never partake of the nature of a scream, nor should it suggest the midway spieler. These are alright for the front of a circus tent, but the average merchant can surely select the news features in the goods displayed and tell the people exactly what they want to know. The customer who can always be relied upon detests screams, howls and obtrusive language of any kind.

Distemper Colors.

Use distemper colors in preference to mixing from dry colors or glossy preparations. These colors are ground very fine and are mixed with water. They do not dry glossy, give a nice even finish, can be blended the same way as any other color to get a desired tone or shade and show cards will not stick together. Distemper colors can be obtained at any hardware store. By mixing a small quantity of the desired color with a little mucilage—good mucilage—and diluting with water to the desired consistency, a preparation is obtained which can be used with either pen or brush.

Coat-of-Arms on Cards.

Use and abuse of coat-of-arms on cards. A card recently came to my notice bearing the British coat-of-arms above an American shield with stars and stripes, to suggest Anglo-American organization.

(Continued on page 92.)


Success
COLLARS
COLLARS
For this season the Success range includes all the **latest shapes** besides the staple steady sellers. This shape is the Cromer—an easy collar for general wear.
Success collars retail at two for a quarter and compare very favorably with the three for 50c. collars, imported or otherwise
Your Wholesaler can supply you
The Canadian Converters Co. Limited
Montreal
MADE IN CANADA

Efficient Lighting in the Display Window

Adapting the reflection of light to the size and background of window — Economizing the rays so that the goods on display are seen to best possible advantage — Indirect illumination.

(Concluded from last number).

IN a window about 6 to 8 feet deep and where the reflectors would be attached from 12 to 14 feet above the floor, the curve of the helmet reflector, as shown in figure 3, would indicate that this would be the proper reflector to use in a window of this kind. Note that over 800 downward candlepower is produced by this reflector when used in connection with an 80-candle power lamp. This is one of the most powerful reflectors ever designed for windows of this description.

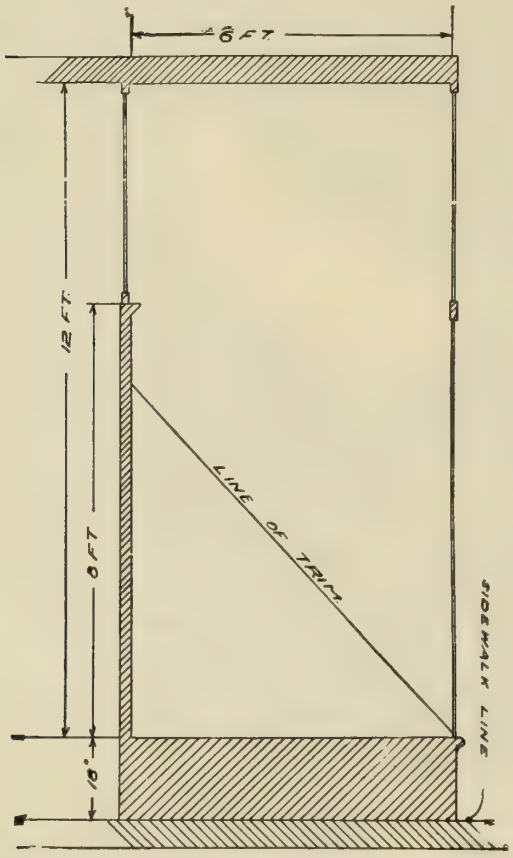


Fig. 3, showing line of trim within which light must be evenly distributed.

Where windows are high, and, as in most cases in windows of this kind, the upper part of the background is made of clear glass, it is important to use a reflector of such design that the light will not be thrown through this glass background. Note where the light is cut off on the background where this reflector is used. None of the light is wasted on the ceiling of the window or on the sidewalk. The light rays are projected in such a manner or at the proper angle so as to cover the entire line of trim.

Where a wider distribution of light is desired, 150 watt lamps are used in this reflector. These reflectors are usually spaced every 18 to 30-inch centres. In some cases, on very brilliantly lighted streets, where dark clothing is shown, they are placed as close as 18 inches and sometimes 15 inches from centre to centre. Very good results have been obtained in lighting stores where these reflectors have been spaced as far as 36 inches from centre to centre.

Very often it is desirable to convert the entire store into a show window where there is no background. In stores of this kind, it is often desirable at night to illuminate the entire store so that articles placed in various parts of the floor can be seen from the outside. Where this is desired, it can be accomplished by using indirect lighting in the interior and lighting the windows with scoop or helmet reflectors. The indirect lighting, which is used in the interior, is provided by placing the powerful Tungsten lamps in reflectors specially designed to distribute the light at the proper angle on the ceiling. The powerful light rays are thrown against the ceiling and are reflected back into the store. With this system of

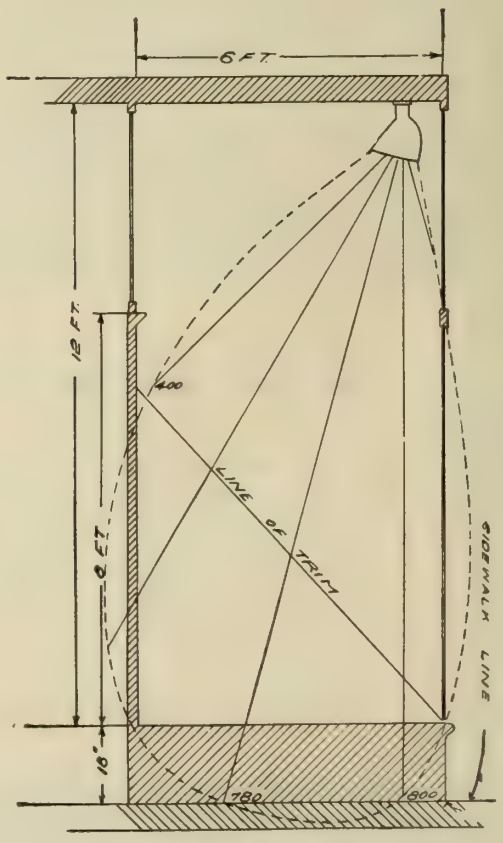


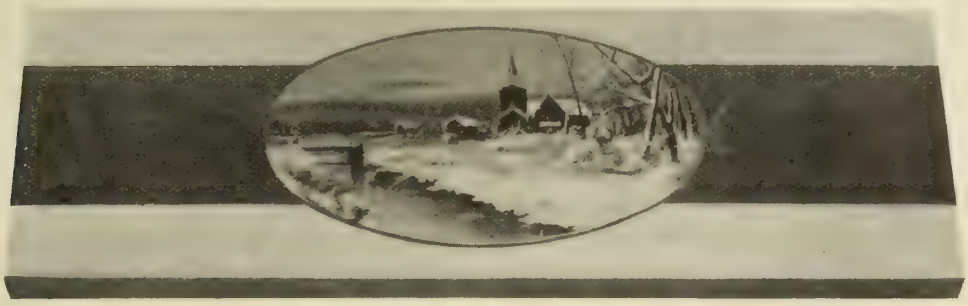
Fig. 3, showing light distribution in window 12 to 14 feet high

CRESCENT

SPECIALS IN CHRISTMAS NECKWEAR

The Best Thing We Ever Offered the Trade

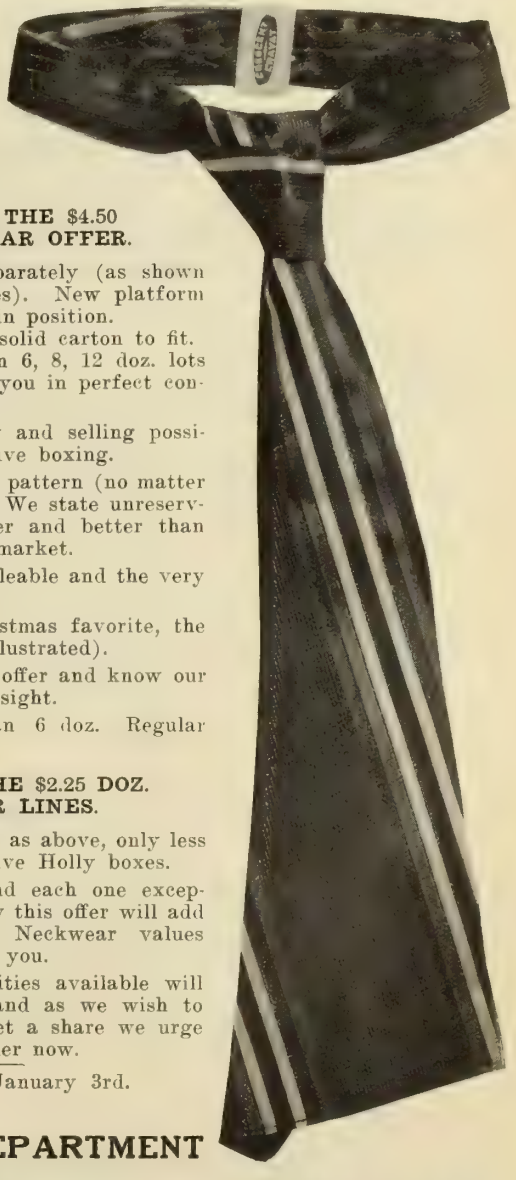
$4.50 Doz. Bigger and better than any $4.50 tie on the market, and the special boxing included. 10% Jan. 3rd.



$2.25 Doz. The best value you ever saw at the price. No charge for Holly Boxing 10% Jan. 3rd.



One of the $4.50 doz. boxes, white with band in green, red or purple.



We know the trade wants original and helpful "Specials" in Christmas Neckwear. Here is our answer.

DETAILS OF THE $4.50 DOZ. NECKWEAR OFFER.

Each tie is boxed separately (as shown above (3 winter scenes). New platform idea in box keeps tie in position.
One dozen boxes in a solid carton to fit. Crated for shipment in 6, 8, 12 doz. lots or multiples, reaching you in perfect condition.

You know the display and selling possibilities of this attractive boxing.

Every tie is a different pattern (no matter how large the order). We state unreservedly each tie is bigger and better than any $4.50 tie on the market.

The patterns are all saleable and the very newest.

The shape is the Christmas favorite, the generous open end (illustrated).

We take pride in this offer and know our selections will sell on sight.

No order for less than 6 doz. Regular terms.

DETAILS OF THE $2.25 DOZ. NECKWEAR LINES.

Same details of boxing as above, only less expensive, but attractive Holly boxes.

Every tie different and each one exceptional value. We know this offer will add to our reputation for Neckwear values and co-operation with you.

We believe the quantities available will soon be snapped up, and as we wish to see all of the trade get a share we urge you to send a mail order now.

Regular Terms—10% January 3rd.
Deliveries October 1st.

NECKWEAR DEPARTMENT

CRESCENT MANUFACTURING CO., LIMITED

MONTREAL

lighting, the distribution of light is very even throughout the entire floor, and the light sources are completely hidden from view of the people on the street. This greatly increases the seeing efficiency of the eye and permits anyone standing outside to see every article on the floor of the store, practically converting the entire floor into a show window.

The indirect system of illumination is fast coming into general use. A great many stores are being equipped with this system of lighting, in fact, at the present time, one of the largest stores in the country is being equipped throughout with this system of indirect illumination. Indirect illumination can only be made efficient and satisfactory where very powerful reflectors are used to project the rays of light against the ceiling. The loss of light from absorption is not nearly as great as people generally presume.

When a reflector which is specially designed for this method of lighting is used and properly equipped, that is, equipped with the proper type of lamp and is hung the proper distance from the ceiling so as to get the distribution desired, the lighting effect is very good and the current consumption is not excessive for the results produced.

Shading With the Airbrush

Materials to use and how to produce striking designs — Suggestions in advt. pages

By L. O. Butcher

Airbrush work can be applied to any kind of surface. For background use either white felt or some of the cotton goods that are best suited.

ARRANGING THE DESIGN.

After getting your drawing in freehand, or with the square system of the pantagraph, make the sketch in outline on a piece of heavy wrapping or manilla paper. From this you can either cut a stencil or offset on the goods by tracing on the back with charcoal or a soft pencil and rubbing on the back with a hard, smooth object such as a knife handle. This will leave a delicate outline on the cloth which should be strengthened with the brush before proceeding with the work. Then lay on the colors according to your original sketch. It will save much time and annoying mistakes to decide beforehand just what colors and how strong you want to use.

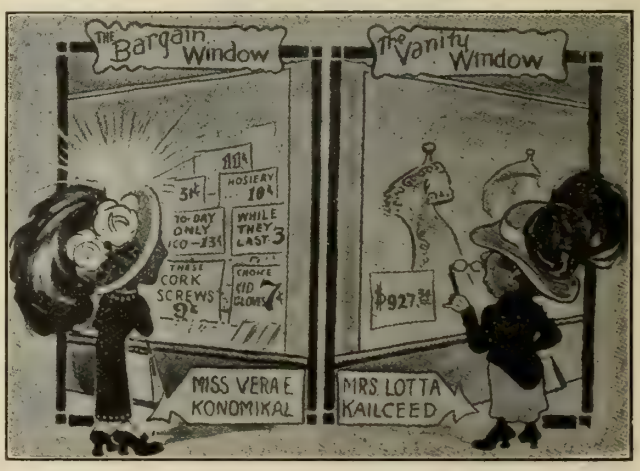
We will take an enlarged stencil of a flower so that we may explain how the shading is done. For the purpose I should use but two colors, red and green. Some of the green parts are in the stencil with the red. This enables you to blow in a tone of red in the leaves which produces a russet or warm tone besides reducing the number of stencils necessary. The object is to produce a drawing that does not have to be "touched up" afterward. It is in treating subjects of this kind that the airbrush is most valuable.

I want to offer the suggestion that whenever you can, you read the advertising pages of the newspapers and magazines. You will find in them some of the best there is in the way of art and literature. You will find seemingly whole paragraphs expressed in a single sentence. You will find best examples of brevity and directness. Every sentence driving in a direct line to the bullseye called selling force. The illustrations too, are of tremendous value. They are made as a rule by skilled men who have concentrated years of experience or study into what they do. Many of them are made by artists of national or international reputation. All of the better sort are made in the simplest possible manner, yet they lack nothing in the altogether princpile.

Live Show Card Questions

(Continued from page 88.)

and to emphasize the fact that the clothing advertised consisted of British goods, and American-tailored styles. It was an excellent idea, but the question that occurred to me at the time was, would not such a combination in a Canadian window be resented by certain people who might otherwise be customers? The man who designed the card tells me that some comment of the kind had been made and that the matter had been remedied by placing in the window a neat card of explanation. There are times when a card-writer must be very careful lest his cards be open to double meaning likely to give offence to some part of the community in which the store is doing business.



Cartoon illustrating two basic types of window—the bargain and the "tone" window.



BALE PRESS AND STOCK ROOM

From 10 sewing machines to this factory in three years.

WHY?



OPERATING ROOM

Figures sometimes lie, but photographs don't. These pictures tell their own story of our success.

THOSE WHO TOIL EARNESTLY AND WITH SUCCESS

WILL BE SATISFIED ONLY WITH THE BEST OVER-HAUL THAT CAN BE MANUFACTURED.

LEATHER LABEL OVER-HAULS

HONEST MADE — HIGHEST GRADE — OVER — HAUL — LEATHER LABEL — BEST TRADE — APLENTY SAID — ON THE SQUARE — TRADE MARK

ARE HIGH GRADE, HONEST MADE AND THE BEST



AMERICAN STYLE WORK CLOTHES.

THEY ARE DOUBLE STITCHED THROUGHOUT, BIG AND GENEROUS (IT TAKES FROM 42 TO 44 YARDS TO MAKE A DOZEN), HAVE SEVEN POCKETS IMPORTED BUCKLES AND BUTTONS THAT WONT COME OFF, ELASTIC DETACHABLE SUSPENDERS, ETC

LOOK FOR THE TAN COLORED TRADE MARK ON YOUR OVERALLS, THE LEATHER LABEL.

WE ARE THE AGENTS FOR LEATHER LABEL OVERALLS.

Success doesn't come without merit. Therefore, Leather Label Over-hauls must be honest worth.



NEW HOME OF LEATHER LABEL OVER-HAULS

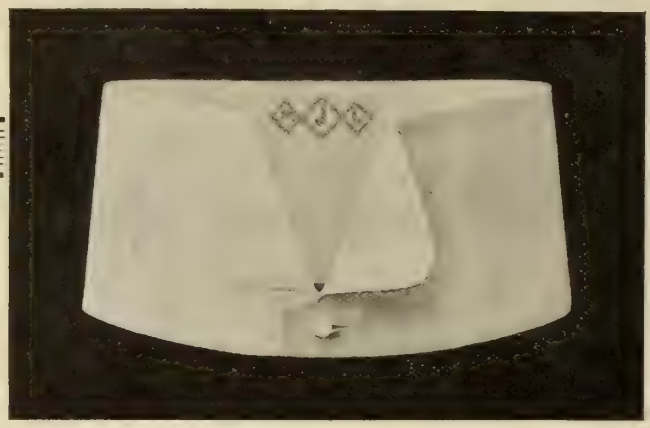
The Leather Label Overhaul Co.

Walkerville, Ont.



AUTOMATIC CONVEYOR

Tear out and mail this page to us with your name and address and we will send you samples free of charge.



TOSCANINI
Front Heights: 2", 2¼", 2½"

HIGH GRADE QUALITY
M J L
MADE IN AUSTRIA

Save The Middleman's Profit

Our Collars are now sold direct to the retailers by our own organization. They are not sold to jobbers as formerly. Our customers get the full benefit of the middleman's profit saved, in increased value in the goods themselves. ¶ Two of the popular styles for Fall in

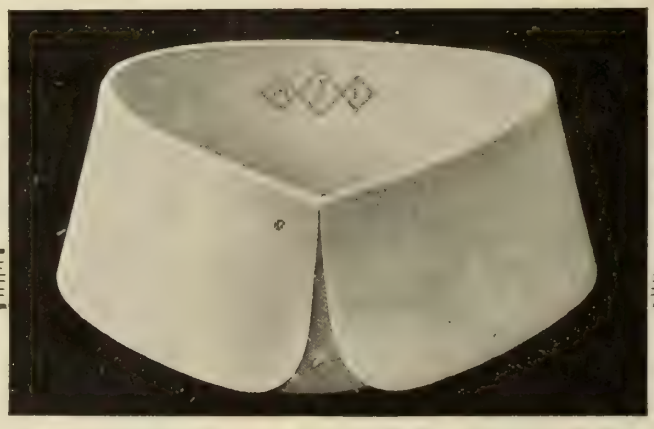
"M.J.L." Brand, Austrian Collars

are here illustrated. These celebrated collars have a world-wide reputation for being first in style, ideas and value. Our improved Collars should have a place in your store. There is a big demand for goods of this quality. Catalogue showing styles and sizes sent on request.

M. JOSS & LOEWENSTEIN

COMPLETE STOCKS IN

TORONTO:	MONTREAL:	VANCOUVER:
28 Wellington St. W.	59 St. Peter Street	801 Mercantile Bldg.



DORCHESTER
Front Heights: 1¾", 2¼", 2½"



AUSTRIAN SHIRTS

The best that Europe can offer in shirts. Fabrics woven in our own mills.

Our Shirts are custom made and hand laundered.

Our Spring line is most complete and we offer many novelties.

M. Joss & Loewenstein

Offices and Stocks in the principal cities of the World

PRAGUE, AUSTRIA

Toronto **Montreal** **Vancouver**

Importance of Knowing How in Selling

Possible to gain or lose a customer according to the manner in which the salesman uses his practical knowledge of the goods — Hospitality a factor in building up business

(Otto Buehrmann, in "Men's Wear," New York)

THE personal following of the salesman is built up, one customer at a time, by gaing his confidence, by pleasing him, giving him values which will confirm the representations made to him, and thus inducing him to come back.

"If you will permit me to suggest to you, Mr. Jones," said a clever salesman, "this pair of trousers, although your size in the waistband and length, are cut for a man of different build, and while you might never know the reason, they will not wear as you expect this quality of material to do, for they will crease badly across the front. This fault will cause them to hang awkwardly, and they will pinch you every now and then in the crotch."

IMPRESSED BY TECHNICAL KNOWLEDGE.

"But the other pair does not appear to me to be of as good material," said the customer. "It is a larger and rounder thread of the same kind of yarn, sheared a little closer in the finish, but will wear even better and look equally well, and fit you far more comfortably and neatly than the other pair," is the answer and argument made by the salesman. This technical knowledge of the cut and material impresses the customer and he takes the pair of trousers which are best suited to him. There was no hesitancy on the part of the salesman in telling why he should do this, for as a practical man he knew what to say and do at the right moment.

Just consider the after effect of this sale. If the customer had taken the trousers which caught his fancy, had them develop the faults indicated by the salesman, he would have said to himself, and maybe to others: "That pair of trousers looked all right when I bought them, but they let down all over and I was badly 'done' in that store. Guess I won't give that fellow another chance at me."

A SATISFIED CUSTOMER.

In the other case: the comment will be every time he brushes the trousers and sees how well they wear, "I did not think these trousers would wear for the money I paid for them, but they turned out all right; that salesman knew what he was talking about, I guess, and I will try him on the suit I must have in a short time." It is such hair-splitting incidents, when handled rightly, that result in "a satisfied customer," which is the essence of the "come-back" sale. Technical knowledge, the constituent qualities of salesmanship, enabled the man on the floor to lay another brick in his wall of success.

The nervous, irascible mother, tugs and pulls at the coat on the boy and exclaims, "No, that will never do at all, and this is the only thing in the entire stock (and I have seen it all), which suits me in any way." The salesman knows his business, and with an interested professional air, takes the collar between his thumb and forefinger, and raises it but a trifle. "Yes, if it would only fit that way," says the mother, "it would be all right." "We will have the tailor make the slight change, Madame, and I know the suit will then fit your son," and so it did. The sale was made, and like all pleased customers, she came back to this salesman for Tommy's next suit.

Just a "twist of the wrist" and a come-back sale was assured. Technical but not mechanical, for if the alteration had been suggested in a surly or forced-to-do-it manner, the mother would not have been won over. It was the matter-of-fact, I-know-how air that impressed her.

"You cannot put this over on me," said the customer, white with rage. "I will not stand for any such tricks; when I put on the suit in daytime, I caught you." Examining the suit in the package, the salesman saw there was a difference in the pattern of the three pieces of the suit, and he turned to the tickets on the garments for further information, which they gave at a glance. The last number on the vest and trousers was a figure 6 and the last figure in the lot number on the coat was a 9. "Yes, this is a mistake." Will the reader now please practice on this short sentence to get the exact tone which was used, emphasizing the "yes," the "is," and let the voice raise on the "mistake" until the entire answer is embodied and expressed by the inflection? Assent in the "yes," confirmation in the "is," and the rising inflection on the "mistake," completes the argument, as though a long confession had been made.

CORRECTING A MISTAKE.

"Now Mr. Smith, let me show you just how it happened; you had the coat on which suited you: I went to the stock to get the lot number rather than turn over the collar of the coat you were trying on. I saw the nine upside down, which made it a six. Please step over to the stock with me, and I will show you what I mean." Reluctantly the customer followed the salesman, and looked at the coat in the stack, and he saw that the six upside down, made a nine, sure enough. "Yes, I see that, but why did you not see the difference in the goods? The sales-

Wreyford & Co.

TORONTO

Wholesale Men's Furnishers

September 1st our travellers started out with Christmas Novelties and all new lines for Spring, 1913.

Young & Rochester's

Shirts, in English Oxfords, Scotch Zephyrs and fine Silk and Wool and Taffeta fabrics.

Latest Neckwear
House Coats

Tress & Co.'s

Celebrated Hats and Caps, select designs.

Cohen & Wilk's

Raincoats — Specialties, Thorobred, Homespuns and Reversible Fleece Polo Coats stocked in Toronto.

Athletic Underwear

in "I.X.L.," "Koola," "Aertex," and fine Lisle.



JUST RECEIVED

Scotch Wool Vests

at $3.50, $3.75, $5.00, $6.50.

Sleeves. $1.00 extra.

All Shades.

Beaver Brand Sweater Coats For the Men



Handsome Tailored Knit-Coats

CORRECT IN STYLE AND FIT

BEAVER BRAND

and in every way the favorite with men of all years—the young man to the old man, and especially the men who appreciate correct style.

We make men's, women's, and children's Knit Goods of all kinds, among which are Toques, Mufflers, Sashes, Mitts, Gloves and Hosiery.

(See our men's Special Half Hose.)

R. M. Ballantyne, Limited

Manufacturers of the well-known Beaver Brand Knitted Goods

STRATFORD - - CANADA

TORONTO REPRESENTATIVE:
J. N. BOYD, 369 BROADVIEW AVE.



J. H. MIX

Buyer and manager of the Dunfield men's wear store, King St. West, Toronto, formerly with E. F. Ely, Toronto. Mr. Mix succeeds Glen S. Case in the Dunfield store.

man reminded the customer that it was a busy Saturday night, and that the goods were almost exactly alike in the general color, and that the customer did not discover the mistake until he had put on the entire suit in daylight. All this in a most matter-of-fact tone and manner. No answer to the flow of words from the now partly mollified customer. Said the salesman in a quiet, matter-of-fact way, "Now let us get this thing straightened out; try on this coat again. Yes, that is all right. Here are the trousers, and I think you had better try them on while you are in the store, to make sure that they fit perfectly. You know we want you to be pleased when you get home with everything you buy here, and this suit must fit you perfectly. There, just see how nice it looks."

No further reference to the mistake was made to the now friendly inclined customer or the slumbering coals of dissatisfaction would have been fanned into a live flame. Let well enough alone, do not try to better it, is a good rule in selling clothing. The man left the house in a most friendly mood, and will be a come-back customer. The tone of the first sentence did the work.

Man is but an instrument of many thousand strings, and to know how to bring forth harmonies in keeping with the ideas of the salesman, is an art not acquired in a day. Just to sweep across the keyboard with a rough hand, is never to make a tuneful sound; and never arouses the mind to action, responding to the suggestion in the mind of the salesman. Why then pick out single chords, a note here and there, instead of leading the customer to the buying point by complete harmonies, which charm and soothe him. As we all want to sell the customer, we can use the tone, sound and music of the voice as one of the most powerful agents to induce him to buy.

It was a fact learned late in life by the writer, that all musical instruments are constructed to produce an imitation of the human voice, and as this is a fact so well established, there remains no argument against the most pleasant soft tones of speech to be used by the salesman. To greet the customer hospitably as he enters the door, is so important, so necessary to make a good impression, that it can hardly be overestimated.

HOSPITAL GREETING LACKING.

One store we knew had a big stock, well bought, a fine large room, good show windows, a prominent location and yet was not a success. In a conversation with a wise old local merchant, who had the opportunity to observe this house, and the curiosity to learn the reason for this condition, he said: "They are so cold." Not that there was any lack of attention after the customer was engaged in buying, but the hospitable greeting was lacking in the personal reception, as well as in the advertising, which latter was impersonal and very formal. No red blood or human sympathy anywhere in the policy of the house.

The owner had come up from the ranks, and should have known of this condition, but a little money, a small amount by comparison, had made him draw himself apart from the "common herd" of customers, and the example set by him was quickly followed by his salesmen, who were quick to imitate, and lost no time in adopting his "ice cold" manner, and the consequence was that store is no longer in business. As these selling talks are primarily intended for the man on the floor, these observations of this concern but confirm this fact: A store must have a soul, a human interest in its customers, and the man at the door, be he a proprietor or employe, is the exponent of this "soul" through his personality, and in his greeting of a customer he makes the first impression, good or bad.

MEETING THE CUSTOMER.

A certain clothier knew the importance of this feature, and knowing that some of his salesmen did not realize the influence of this art of expression, would gather the force at the front of the store and have each one of the salesmen, and stock men as well, go through the performance of meeting the customer. The cashier, a woman, represented the feminine customers. This drill in manners led to the discovery that many of the salesmen had no exact knowledge of how to greet the customer, but relied on the impulse of the moment for a proper display of the hospitality, which at once disarms latent suspicion and distrust on the part of the buyer.

"They Wear Like Iron"



is an expression that, while rather extravagant, serves to describe the wearing qualities that are embodied in "Jackson" Bloomers.

The wear and general all 'round satisfaction obtained through the use of Jackson bloomers have created an ever increasing demand for them.

Every pair upholds the Jackson standard of quality.

There's good profits in these bloomers. Send for samples.

"The Jackson Bloomer"

THE JACKSON MFG. CO., CLINTON

FACTORIES:
CLINTON GODERICH and EXETER



SHIRTS
Are Made for Particular People

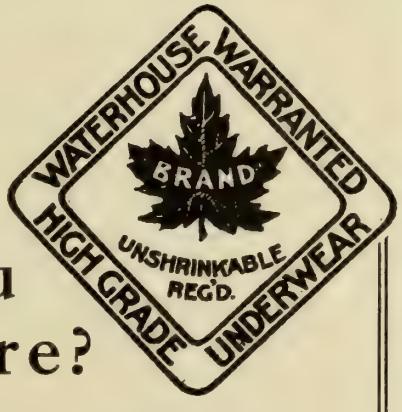
MERCHANTS and men's furnishing buyers will find the inspection of "Star" brand Spring samples of shirts, neckwear and underwear much to their interest.

In placing your orders early you will greatly aid us in carrying out our claim of "Prompt Service" with every order.

Travellers now out with the Christmas lines.

Immediate delivery on Fall neckwear orders.

Van Allen Co., Limited
Hamilton -:- Ontario



Do You Care?

whether the underwear you sell gives satisfaction or not? Of course you do if you are looking to future business, for it depends on the satisfaction you give now.

Maple Leaf
BRAND
Underwear

is evenly knitted from pure, soft wool, and fits perfectly, giving the satisfaction that ensures the return patronage of your customers. There is profitable business for you if you handle "Maple Leaf Underwear."

Thos. Waterhouse & Co., Limited
Ingersoll - Ontario
Selling Agents: Harold F. Watson, Weldon & Co., Montreal

A slouching carriage, an indifferent look, an untidy appearance, will make it hard to "get next" to the customer. The all too common habit of transfixing him with a stare is to put him out of humor as quickly as to look over his head: It is equally bad to "keep an eye on him" as if he were expected to slip something in his pocket.

Measure the confusion of the customer by your own feelings, when on entering a store the salesmen would come forward at a whirlwind gait from the rear of the house to meet you, and in a curt "Something to-day," you would read that you had greatly inconvenienced him, and interfered with the occupation in which he was engaged when you entered the store.

DON'T ALWAYS KNOW STOCK.

Take up your position near the front door during business hours. You are expecting a customer to come, and you will be mighty glad when his shadow falls across the doorway; show it in the manner in which you greet him with kind hospitality, and you have gained the advantage of his good will in the first step of the sale. The next step is so plain, to show him the goods, that we ought to be able to pass it with a word; but alas, we know it to be a sad fact that of the many salesmen on the floor, a large proportion do not know what they have in stock to show the customer! Caesar's ghost! What would you think of a doctor who, being called to lance a sore thumb, which was driving you wild with pain, would have to ask his office attendant, maybe his wife, if he started from home, "Have I a lancet?" to do this work with; if so, where do you suppose I could find it?" You would not think very favorably of his training and practice, and the next time you needed a doctor, you would chance some other practitioner.

A lawyer who would have to ask his friend whether a case like the one you bring him had ever been decided in the courts would show quite clearly he does not know. Equally so, the salesman shows his ignorance when he goes rummaging around in an aimless way to find what the customer asked to see. Or looks in vain for something which he hopes will grow up in the instant under his fingers, to please the buyer. When a man does not know what he has to sell, how in the world can he sell? True, now and then, he will stumble on a sale, will miss a lot, and sell some customers, but to sell 95 per cent. of the trade, he must know to a garment what is in stock, and where it is to be found at an instant's notice.

This thing of stock keeping is very much like eating. We eat three times a day and nibble between meals, and the good stock keeper, the well-posted salesman, handles every garment in his stock frequently, and nibbles, i.e., looks at the stock between times. What does frequent handling the stock mean? Twice a week for a good overhauling, and once a day to glance over and note the sizes on hand.

KEEPING POSTED.

Keep posted on every other feature of the clothing business as well. One-half hour with the trade papers every day is as necessary to keep informed and be posted on what is going on as eating lunch to keep from being hungry. One eats to keep strength. The food is the coal under the boiler, and the trade paper is the fuel, that source from which to draw the inspiration and the information as to what is new, what is popular, how others are succeeding in this game of selling; how they are doing it, and by what means. No man can figure out these intricate questions within himself as easily as he can learn through his trade paper. Go to the source of information and learn from others what is known to be successful.

A. A. R. Lowe, a director of T. W. Robinson Co., Moosejaw, has retired owing to ill-health. Mr. Lowe had charge of the men's wear department of the store for some time. Mr. Robinson, founder of the business, is one of those employers who appreciates a good man when he finds one, and this explains Mr. Lowe's advancement from salesman to director during the time he was with the firm.

A WORD FOR CO-OPERATION.

The Secretary of the Canadian Window Trimmers' Association has received the following letter from Jerome A. Koerber, of Strawbridge & Clothier, Philadelphia: "Having just returned from my vacation, I hasten to write a line to say how I enjoyed the first annual convention of the Canadian Window Trimmers. I was pleased to see such an excellent spirit manifested among the men, which bespeaks big things for the future, and I am sure that hearty co-operation in such an organization will help the profession and be profitable to every member.

"I was indeed benefited in attending the assembly and trust every one attending profited by it also.

"Please extend my best wishes to the new Association. I trust it will grow in numbers and influence. I stand ready with any means in my power to aid the good cause, and if the Association or any invidual wishes any information, will always be glad to hear from them.

"Yours for the betterment of the craft."

KANT KRACK

COATED LINEN

Collars



Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

Satisfaction

There you have the reason for the popularity of "KANT KRACK" coated linen collars. The ease with which they are laundered (a sponge and water) coupled with their long wearing qualities, due to the long slit back and the flexible lip, have built up a demand for them that extends from coast to coast.

One grade only and that the best. (Made in Canada.)

The Parsons and Parsons Canadian Co.

HAMILTON -:- ONTARIO

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,
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"KING EDWARD" SUSPENDERS

Retail 50 C. Price



Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped



CHALLENGE COLLARS

Are up-to-the-minute in style as well as being durable and easily cleaned. Of course service is the first quality to put into a collar but style is required as well to make sales. We make our collars to sell.

Our Rubber Brand at $1.80 dozen and our Pyralia Brand at $1.50 dozen are quarter as heavy again as higher priced lines of other makes.

SAMPLES ON REQUEST

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

ARE YOU READY?

Your customers will soon think of buying their Winter underwear.
Is your stock all in good shape?
Did you get our new advertising matter for window displays, store signs, etc.
About the end of September should be a good time to arrange a good window display of

CEETEE PURE WOOL UNDERWEAR

To bring people into your store and help you sell these goods we are planning a bigger campaign than ever this Fall. It will be in full swing about the middle of the month.
It is up to you to get all the benefit you can from this. We can do no more.
Made in all sizes and weights for Ladies, Gentlemen and Children.

THE C. TURNBULL CO. OF GALT, LIMITED

GALT **Manufacturers** **ONTARIO**

Also manufacturers of Turnbull's high class ribbed underwear for ladies and children.
Turnbull's "M" Bands for Infants and CEETEE Shaker Knit Sweater Coats.



Latest permanent building at the National Exhibition, Toronto, representative of the different Provinces. It contained interesting displays of natural products.

Canadian vs. Foreign Goods in the West

How the situation appears to a newspaper man in one of the larger cities — States that manufacturers must consider the home preferences of people coming in from foreign countries.

M. J. HUTCHINSON, advertising manager of the *Regina Leader,* questions in an article in Economic Advertising whether Canadian-made goods are as strongly represented in Western retail stores as they should be. While the volume of business done by domestic manufacturers there is yearly on the increase, Mr. Hutchinson points out that conditions, brought about mainly by the fact that people from other countries are bringing with them those preferences which became firmly established at home, call for the most aggressive form of advertising and demonstration to emphasize the undoubted merits of those lines on which Canadian manufacturers find they can specialize to advantage, so that they may secure and hold a fair share of the business of that growing market.

Men who are in the furnishings business, tell me, he states, that there is a greater proportion of foreign-made shirts and collars sold in the West than in the high class men's stores in Toronto and Montreal. Merchants here say they stock what they find in demand. Men seem to want the foreign goods, and they sell them, knowing at the same time that in most cases better value is represented in the goods of domestic manufacture.

At Regina Provincial Fair held in August, the exhibits of Canadian manufacturers were largely conspicuous by their absence, while everywhere there were evidences of the activities of manufacturers from across the line. Rumleys, Case, Deere, International Harvester, Overland, Hudson, were the names that met one everywhere, and theirs, and others that might be mentioned, were the exhibits that dominated the fair in the particular sections represented by their products.

This condition must not be taken as an indication of any lack of patriotism, or tendency towards annexation, or any the rest of it, that is sometimes suggested as characteristic of parts of Western Canada. That is a political question with which this article does not have to deal.

, But, aside from any considerations other than those which affect a Canadian manufacturer, there is a condition existing in the West which demands, and which, happily, seems to be in a measure, getting his serious thought.

Go into any store in this, or any other Western Canadian city, and one is amazed at the large proportion of foreign-made goods represented in the stock in these establishments. I believe this proportion is away heavier than one would find in stores in similar towns and cities in the East.

It is not conceivable that any appreciable percentage of consumers in the West are influenced in their

REGENT TRADE MARK REGENT SHIRTS

Exclusiveness of design of cloth, perfect fit and finish are outstanding features of Regent shirts.

Our Spring showing will reach the top rung of your expectations and will open up the way to a successful shirt business for you.

Send for samples.

For Fall Sorting we have the largest assortment in Canada of Knitted Ties and Mufflers.

REGENT SHIRT CO., Ltd.

MONTREAL

LINOLO COLLARS

Stand Where Others Fail



Your Profits Are Not in the Sales You Make

as much as in the satisfaction your customers get out of the goods you sell them.

Do You Sell "LINOLO" Collars? They are profitable.

The Smith-D'Entremont Company, Limited

THEY ARE PROFITABLE because every collar you sell gives the satisfaction, wear and comfort which brings the wearer back for his other needs in both collars and furnishings. Linolo is made with or without non-corrosive aluminum eyelets. They are easily cleaned. All styles for men and boys.

1475-77 QUEEN STREET, WEST
TORONTO

Catalogue Sent On Request

purchases by any feeling of resentment which may have been engendered through political agitation, and yet, while practically every commercial traveler covering the West for Canadian manufacturers is selling more goods than he ever sold before, the fact remains that there are more foreign goods being sold in this country every year.

One of the largest wholesale grocery firms in the West is just completing a contract with a Californian fruit packer to handle his line in this province. The members of this wholesale firm are Canadian-born, and thoroughly Canadian and British in their sympathies. The arrangement they are completing is one which commends itself to their business judgment. The packer is meeting them fairly in his selling policy, and is arranging to co-operate with them to advertise his product in this province.

In this country, where every pound of fruit has to be brought in from somewhere else, there is not a line of advertising copy running in any daily newspaper of which I have knowledge, from any Canadian fruit packer. Their goods are sold here, of course, but not in proportion to the consumption. And, in the meantime, the American packer, facing a handicap represented by the duty, is getting into the market and getting the co-operation of the local wholesale houses and retailers to push his line. A liberal selling policy, and a willingness to help the dealer by a campaign of advertising directed to his particular customers, on the part of some Canadian canner would hold the great bulk of this trade in this country. In the meantime it is getting away.

, A fact which must be borne in mind in planning a selling campaign in Western Canada is that a very large proportion of the people here are not native-born Canadians. They are not familiar with Canadian brands, nor the merits of Canadian goods, through personal use or association with them. In the case of the foreign population from continental Europe the Canadian manufacturer is on a little better than equal footing, so far as the consumer is concerned, and so far as that consumer actually determines his own choice in what he buys. But there is in the Canadian West, as everyone who has gone through the country knows, a very considerable number of recently arrived English settlers, and a still larger number from the United States.

Inquiry and a glance at the stock carried, say in the average grocery store in a city like Regina, shows that the natural preferences of the English resident who is now a consumer in Canada, and therefore a prospective customer and buyer of Canadian-made goods, is being evidenced and catered to. I believe that the proportion of English canned goods stocked in the West is greater than in Eastern Canada. ,

This perfectly natural legitimate preference for brands of goods with which they become familiar, and which in personal use have given satisfaction, is a factor which must be taken into account by Canadian manufacturers.

There is a work of education necessary in Western Canada the necessity for which does not exist in the East. For instance, every year hundreds of thousands of Ontario farmers visit the Toronto Exhibition, and every year as they ride to the grounds along King St., they see, in greater magnitude with each visit, the plant of the Massey-Harris Company. That very fact prejudices them in favor of a Massey-Harris binder. It's something they know about personally, and other things being equal, I believe it would be easier to sell any one of these farmers a Massey-Harris implement than one of foreign manufacture.

The Western farmer, however, is in a totally different position. In most cases, his association has been with something other than Canadian-made. He is just as naturally prejudiced in the direction of his association and that preference constitutes the justification for advertising of an educational character directed particularly to the Western cosumer. The same preference reaches out and is operative in everything the consumer buys.

For this reason it would seem that advertising is more necessary in Western Canada, where there is a greater proportion of consumers predisposed against Canadian products than in Eastern portions of the country where the question of a preference for foreign goods does not need to be seriously considered.

Not only is it more necessary, but it can be made more profitable, for, once a sale has been effected, and a new preference established, the volume of sales per unit of population will be much greater than in the East. This is a fact which will be apparent to anyone familiar with the purchasing power and the exercise of it, characteristic of Western people. It is acknowledged that they buy better goods, and more of them. Of the six families in the apartment in which I live, three own automobiles—mine is not one of the three —while across the street there are three Russells and one Ford car in five families.

Lieut. Governor Brown, of Saskatchewan, is authority for the statement that there are thousands of farmers who, during the last five or six years, have saved and have now on deposit in savings banks drawing three per cent. interest, amounts ranging from twenty to thirty and forty thousand dollars. The money is lying there because these men really do not know what to spend it for. There are hundreds of things for which their desire could be created, but which they do not now see the necessity for.

An advertising campaign in Western Canada is not necessarily an expensive undertaking, because a comparatively small number of media is essential, or even available. For all products sold through local dealers or agents, the newspaper is, of course, the ideal medium, and the one which should first be employed, and in this province the use of four or five

daily newspapers with a small number of influential weeklies is sufficient to create demand and afford the local dealers effective co-operation. It is, of course, impossible to prescribe any set rule that would be effective in the sale of all products, but, speaking generally, it may be said that by the use of a limited amount of advertising expenditure, Canadian manufacturers may hold for themselves the major portion of the rapidly growing trade of Western Canada, but that unless some advertising campaign, the details of which must be made to fit individual cases, is undertaken on behalf of the majority of Canadian products, the foreign-made goods will be sold in growing volume to the detriment of Canadian trade.

Percy Curzon, formerly with Thornton & Douglas, Guelph, was recently transferred to the head store of the firm in Stratford.

Action in the Advertising

Action is apparently to be one of the main features of the advertising of the new Filene Store, Boston. Discussing this point the advertising manager said: "Inasmuch as the new store is entering upon the business of clothing men and boys, we have been running, in connection with the regular four-column preliminary advertisements, illustrated announcements of what we propose to do in our men's and boys' stores. These advertisements have appeared on the sporting pages of the newspapers.

"The illustrations in the men's advertisements have been prepared with the view of showing men rather than clothes—men in action—men who are doing things. This is opposed to the usual store dummy style of men's clothing illustrations, and yet we have endeavored to put absolutely correct clothes on all of these hustling men."

Xmas Novelties Want Xmas Boxes

Hercules Boxes, Limited, pride themselves on the way they make up Fancy Boxes for the Xmas trade. Our Box will sell your goods. Our line includes Beautiful Heads, Figures, Holly and Fancy Florals.

Call and see us, or write to-day your requirements for Xmas.

Hercules Boxes, Limited, 400 Richmond St. W., TORONTO







PERRIN'S GLOVES

FOR SMARTLY DRESSED MEN

Men who are particular about their gloves are the best customers of "Perrins."

There's a style and fit about "Perrins" gloves that at once appeals to the average man, and the quality is such that his fancy is held and his continued patronage is assured.

Try a sample order of these widely known gloves and see what they do for your glove business.

PERRIN FRERES & CIE.

28 VICTORIA SQUARE -:- MONTREAL

Season's Vogue in Hats and Caps

Spring Hat Novelties

Favor for novelty felts and new straws in saw-tooth and cable-edge brims — Educating the trade — Future of Derby models — Features of the hat trade

BOTH import and domestic Spring hats are now before the trade. The decision of manufacturers and wholesalers to sell seasonable styles at a seasonable time has resulted in more careful culling of ranges to meet demands. People are better educated than ever to buy what is wanted on that basis.

Soft hats are expected to show a remarkable increase in sales. Optimistic report is inclined to talk 10 times the amount of business in the East, but as the West is typically a soft-hat ground such a showing is not so likely there.

Soft felt models with turban brim are shown in rough, mixed and pressed patterned or stitched at $10.50, $18 and up to $24 dozen wholesale. In better goods, for fine, gentlemanly trade, "panizza" felts in lighter grays, browns and soft shades in castors with contrasting bandings are well thought of at prices ranging from $27.50 to $30 dozen for exclusive trade.

In novelty lines and fancy French import numbers, some attractive, stitched and pressed felts in neat designs and fancy military braid bands are likely to prove snappy sellers at specialized prices to the trade.

Comparison of styles in Derbys, already adopted by the Canadian and United States market show that the trade here have taken extreme models first because of the confidence of domestic importers and designers. Manufacturers in the United States did not push these pronounced styles and are yet gradually introducing them because the trade find a demand.

Extremes of shape and style have been reached in the Spring line and by the time the trade is shown new models here, educative influences of advertising and salesmanship will have prepared customers for any extreme.

A suggestive card in a men's furnishing window, "These styles have convinced us," conveyed an amount of argument and the same influence has interested customers and proved that new models were correct. The same educative trend is to be exerted for another season. Confidence in the new blocks will enthuse salesmen to advise and not leave the fitting entirely to customers.

Another example is quoted from personal experience in introducing one of the new models early. The trade are aware of the first reception. One salesman by changing his own hat to a lower model each week was surprised to have the same model admired, which had previously been ridiculed.

The results of this and similar educative campaigns are abroad in the trade. Derbys for Spring are shown in the following measurements as sure to prove satisfactory: 2¼x3¾ inches and 2¼x4 inches with no set height except for age defined for higher shapes. It is felt that the extreme in flatness is reached and at present no one is willing to predict future models. Black will lead as staple and the efforts to push browns will be more successful in the Fall.

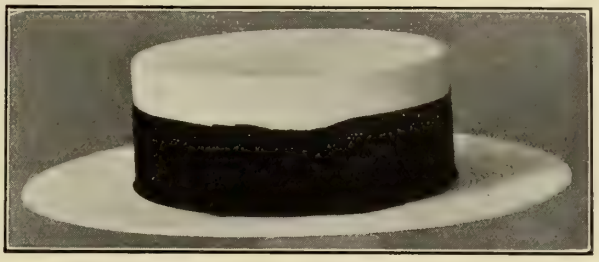
The wearing of collapsible satin hats in European fashion centres gave the idea that silk hats had received the approval of fashion for opera wear. These new hats are shown for Spring and introduced on this market as a feature for formal or informal wear.

Showings of straw hats are similar to last season except for the novelties. Notwithstanding the backward season, this year stocks are reported to be in good shape to consider next year's orders. The proportions for sailors are 2½ and 2¾ inch crowns with 2⅝ and 2¾ inch brims.

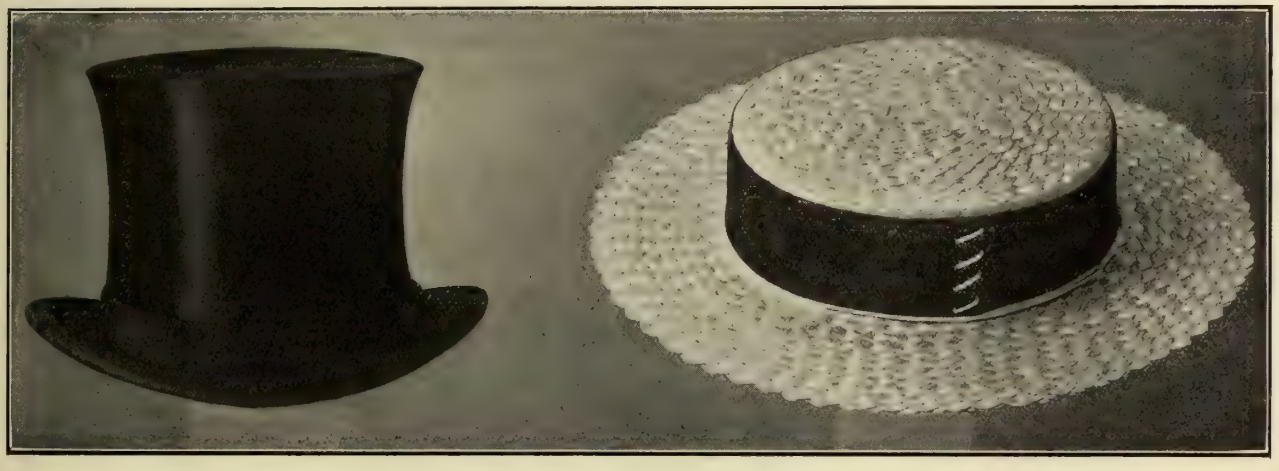
Extreme models in splits and fine Milans for stout and elderly men are 3¼ inch crowns and 3 inch brims. Bandings range in width the same as in other years. Ribbons and fancy bands include the usual college and athletic colors. All hats have loop silk cord safety guards.

In larger centres sailor straws will sell in the ratio of 8 to 10 dozen of any other style. Novelties include saw tooth and cable edge semits and featherweight and waterproof radium hats that can be washed and ironed. The favor of this year's model with 3-ply thick edge and thin brim suggests an increase in the sales of this number for Spring. Finer edges in saw tooth makes will sell for style reasons alone, and heavy makes should take. Customers buying from the standpoint of service cannot but note that in case these hats fall on the pavement, edges are apt to be ruined. However, novelty will appeal to offset this.

Snappy Styles for Spring and Summer, 1913.



Fine Panama sailor, with cable underbrim. — From the Spring range of The Waldron Drouin Co., Limited, Montreal.



1 — Collapsible satin hat. 2 — Spring novelty, black stitched saw tooth sennit, with wide ribbon band. — Courtesy Anderson & Macbeth, Limited, Toronto.



Pressed felt, with turban brim and contrasting military band, shown in soft grays and browns. — From the Spring range of The Waldron Drouin Co., Limited, Montreal.

Panama sailors are high novelty for next season. They are profitable sellers for numerous reasons as they are light, can be washed three or four times and because of their wear qualities are a satisfactory investment. Novel numbers with straw underbrim or overdrawn panama are quoted from $21 to $42 a dozen. The favor of sailor shapes will affect the sale of other styles.

Panama hats are to be sold this season because of their value, weight and satisfactory wear and on a straight merchandising basis. From the manufacturers' viewpoint, because the novelty stage is now passed, a good season is expected on a price basis with values to retail at $3.50, $5 and $7.50 each.

Both French, Milan or American straws are shown in either oval or egg oval shapes as desired. This is particularly in the interests of merchants with a foreign trade. The experience this year in exclusive shops was that about equal quantities were sold.

A new cross measuring rule which facilitates the quick measurement has been placed on the market. Different hatters are carrying them to supply the trade.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

BUILDING NEW FACTORY.

In order to take care of this increasing business, The Parsons & Parsons, Co., Hamilton, manufacturers of coated linen collars and cuffs are about to build a new factory 40 x 90 feet, one entire floor of which will be devoted to the production of collars. The other floors will be used for stock and shipping rooms. The factory will be of brick concrete construction with metal sash, separate boiler room 20 x 32 feet, and office 24 x 40 feet, the latter built of pressed brick and finished in oak.

OUT WITH WILKINS' SPRING LINE.

Travelers for Robert C. Wilkins Company, Limited, Farnham, Que., are now out on their respective territories with spring samples and are showing a comprehensive range in all the newest shirts and summer clothing for the season 1913.

Robert C. Wilkins Company, Limited, have increased their plant by 33 1-3 per cent. during the last year, and are now contemplating still further extensions to keep pace with the increasing demand for their goods.

LEISHMAN & CO'S. TRAVELERS.

For the new wholesale clothing firm of William H. Leishman & Co., Toronto, Geo. A. Stone will cover Western Ontario, and J. K. Wallace from Fort William to Quebec city. Mr. Leishman is familiar with Western territory and will cover it himself. Mr. Wallace was formerly representative of Arthur & Co., of Glasgow and London.

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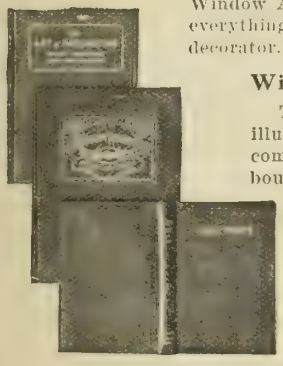
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WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

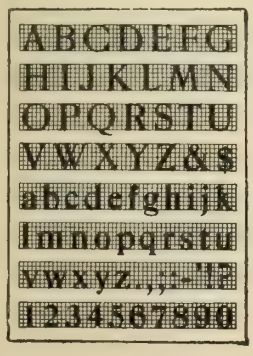
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50



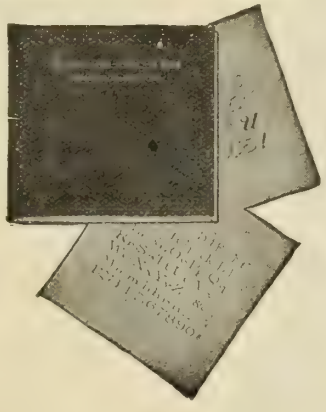
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them.$1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations. Materials Needed, etc. Price post paid, ... $1.50



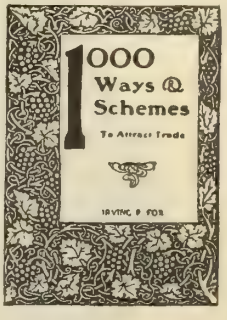
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**



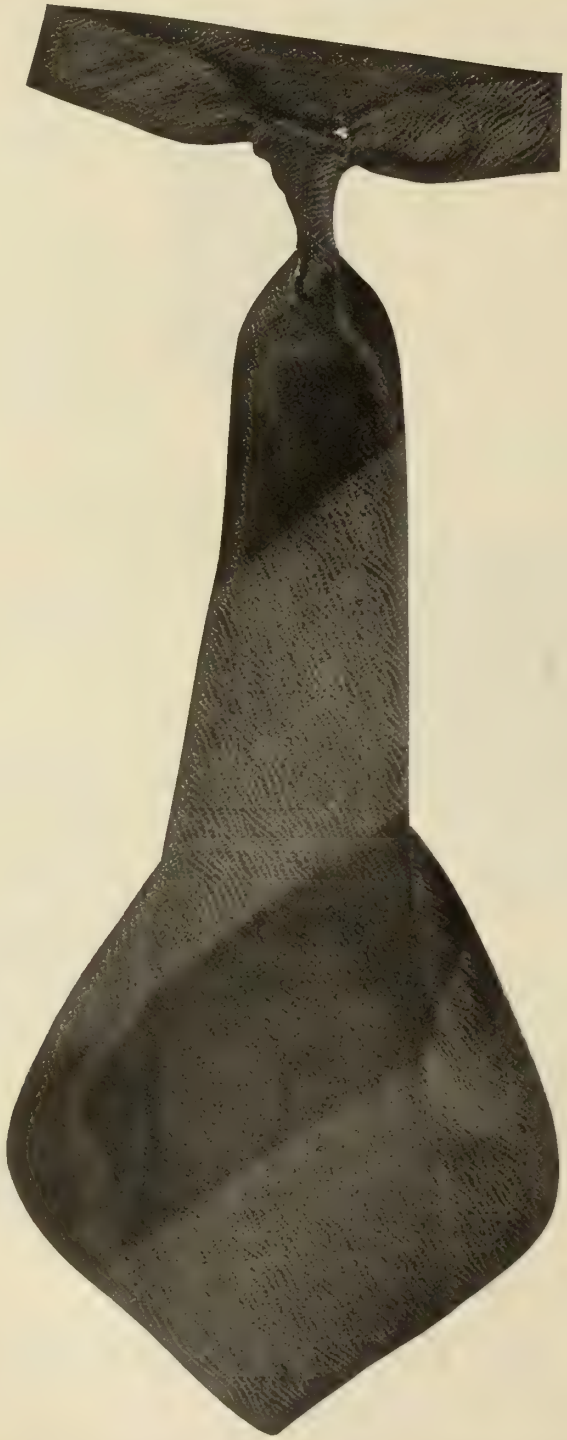
All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

ANOTHER NOVELTY IN

Tooke



CRAVATS!!

We illustrate our new

Under-Knot and Border

which is absolutely the latest and richest article now being shown in the American market. We are featuring this in a wide range of beautifully blended colorings and stripes, after the idea of this cut.

A good running-mate to the "Under-Knot" is the Tooke "Top-Knot." **Price Four-fifty.**

Both these novelties, with many others, are now being shown by our Representatives.

TOOKE BROS., Ltd.

MONTREAL

Manufacturers of Shirts, Collars and Neckwear
Importers of Mens' Furnishings

Winnipeg Warehouse—91 Albert Street

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

_____

_____

NAME _____

ADDRESS _____

FALL AND XMAS NOVELTIES

BUYERS will be particularly interested in the October 1st issue, in which we will specially feature novelties in all departments that will be live sellers for Fall and Xmas.

THIS number offers manufacturers and wholesalers a splendid opportunity to advertise novelties in Fancy Goods, Accessories, House Furnishings, Neckwear, etc.

FORMS close for this issue on September 25th. Don't miss this issue, it will be one of the brightest and most attractive numbers of the year. Arrange now for space.

DRY GOODS REVIEW

Vol XXIV

No 19:



OCTOBER 2nd
1912

FALL & CHRISTMAS
NOVELTIES

ABEL MORRALL'S

"Bayonet" Point Hat Pins!



STOCKED BY ALL THE BEST JOBBERS—

YOU ARE MISSING A GOOD THING IF YOU ARE NOT STOCKING THESE.

THERE IS A GENUINE DEMAND FOR THEM.



Rooster Brand

Spring 1913

Soft Shirts

Stock Collars, Ties, Links and French Cuffs, a charming collection of choice fabrics.
Negligee, the most enticing patterns.
Working, high class, best selling lines in Canada.

Summer Clothing

Half-lined Suits—Unlined Suits
Club Coats, in Cream, Cherry, Myrtle, Olive and Brown.
Outing Trousers, Duck, Khaki, Flannel, Homespun, Crash, etc. Riding Breeches and Norfolk Coats.

Automobile Coats

Pyjamas and Nightshirts.
Working Pants, Corduroy, Whipcord, Bedford cord, Khaki, Tweed, Etc.

White Coats Bar Vests Overalls

Robert C. Wilkins Co.

LIMITED, FARNHAM, QUE.

Montreal: 23 Dowd St., - R. C. Wilkins, Jr.
Winnipeg: 63 Albert St., - - T. Whitehead

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices :

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

—Established—
in the year 1834



DON'T WAIT

until you are obliged to tell your customer

"I am very sorry, we are **JUST OUT**"

SORT UP NOW

LADIES' UMBRELLAS—Beautiful handles in the latest styles.
Special range for Christmas trade—Individual boxes.

PROFIT IN LITTLE THINGS

Everything you buy in the Smallwares Department is a profit earned for you. Our assortment of Needles, Pins, Hooks and Eyes, etc., etc., is most complete. Sort up Now. Special offerings of Fancy Goods to brighten your business for Xmas trade.

CHRISTMAS LINENS

Our range of H. S. Tray Cloths, 5 o'clock Tea Cloths, Scalloped Tea Napkins, Cloths, etc., is complete.

Towels that are hemmed, H. S. or scalloped and embroidered, also Guest Towels, hemmed, H. S. and scalloped.

Handkerchiefs

Embroidered, corner embroidered in H. S. or scalloped are particularly good.

Initial Linen handkerchiefs in neat ½ dozen boxes—an acceptable Xmas gift for man or lady.

HOUSE FURNISHINGS

Our range of Carpets and Rugs, Oilcloths and Linoleums for Spring is unsurpassed. We also offer *something out of the ordinary* in Art Draperies, Lace Curtains, Tapestry Curtains, Rope Portieres and Extension Curtain Rods.

Flannelette Specials

Special clearing lines in Woven and Printed Flannelettes in both Domestic and Imported goods.

Plain Saxonies in all colors and widths.

Seventy-eight years' experience of the requirements of the retail dry goods trade of Canada enables us to stock our departments with goods that *create* trade.

GREENSHIELDS Limited

MONTREAL

—Everything in Dry Goods—

Our Mail Order Department is waiting to hear from you.

DEBENHAMS (CANADA) LIMITED

18-20 St. Helen St.
MONTREAL

Fall Season 1912

Silks
Ribbons
Dress Velvets
Velveteens
Crepe-de-Chene
Ninons
Laces
Trimmings

MILLINERY

Plushes, Velvets and Fancy Ribbons

DEBENHAMS (CANADA) LIMITED

Bay and Wellington Streets
TORONTO

"Debenhams for Novelties"

Our collection of Novelties
for Spring 1913
is in the hands of our representatives.
We believe you will find it worthy of a
most careful inspection. All regular
staple lines are included.



Debenham & Company

SPECIALISTS IN

Silks Woollens Cottons
Ribbons Laces Etc.

London (Eng.)

Paris New York Brussels Melbourne Sydney

MONTREAL
18 and 20 St. Helen St.

TORONTO
Cor. of Bay and Wellington.



Wm. Anderson Zephyr

MADE IN SCOTLAND

has a larger sale than any other similar fabric in the world.



¶ Your wholesale dealer will show you a larger range of designs than ever before, embodying the latest word in Gingham styles. ¶ To insure delivery place your order at the earliest opportunity.

Wm. Anderson & Co., Limited

PACIFIC MILLS, Glasgow, Scotland

Belding Paul Corticelli Limited

SILK MANUFACTURERS

MILLS: Montreal, P.Q.; St. Johns, P.Q.; Coaticooke, P.Q.

SILK THREADS
SILK RIBBONS
ART SILKS
TWILL TAPES
STAMPED LINENS
SILK FABRICS
BRAIDS, ETC.

Having bought out the old firms of Belding, Paul & Co., Limited, The Corticelli Silk Company and The Cascade Narrow Fabric Company, we desire to announce to the trade that we are carrying on the respective concerns in all branches as heretofore.

No advance in prices has been made or is contemplated, and the most favorable treatment will be extended to the Canadian trade.

We continue the various Popular Brands, as of old, the Qualities being kept up to the High Standard that has always been produced.

We appreciate the generous support given to the old concerns, and respectfully request the continuance of same to the New Corporation, which will have our best and prompt attention.

Our Travelers are out covering all Provinces from Atlantic to the Pacific, with the newest and most attractive samples ever offered to the Canadian trade, for the fall season. Extra good values.

Business prospect brighter than ever all over Canada.

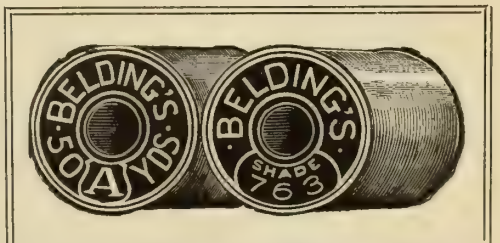
Order early to secure prompt deliveries

Belding Paul Corticelli Limited



SALES ROOMS

**Montreal, Toronto
Winnipeg, Vancouver
and Sydney, Australia**



Please mention The Review to Advertisers and Their Travelers.

FLANNELETTE.

IF purchasers of this useful material for Underwear all the year round would buy the best English make they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'

Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills, and Sheetings)

are the best.

See the stamp "HORROCKSES" on the selvedge.

Horrockses, Crewdson & Co., Ltd.

Manchester and London, England.

"Kindergarten"
FOR BOYS AND GIRLS

FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

Please mention The Review to Advertisers and Their Travelers.

Buy Now for Christmas

By doing so you will see a larger range, ensure early delivery and when the demand comes you can devote your time to taking care of it.

Men's Wear, Women's Wear and Fancy Goods

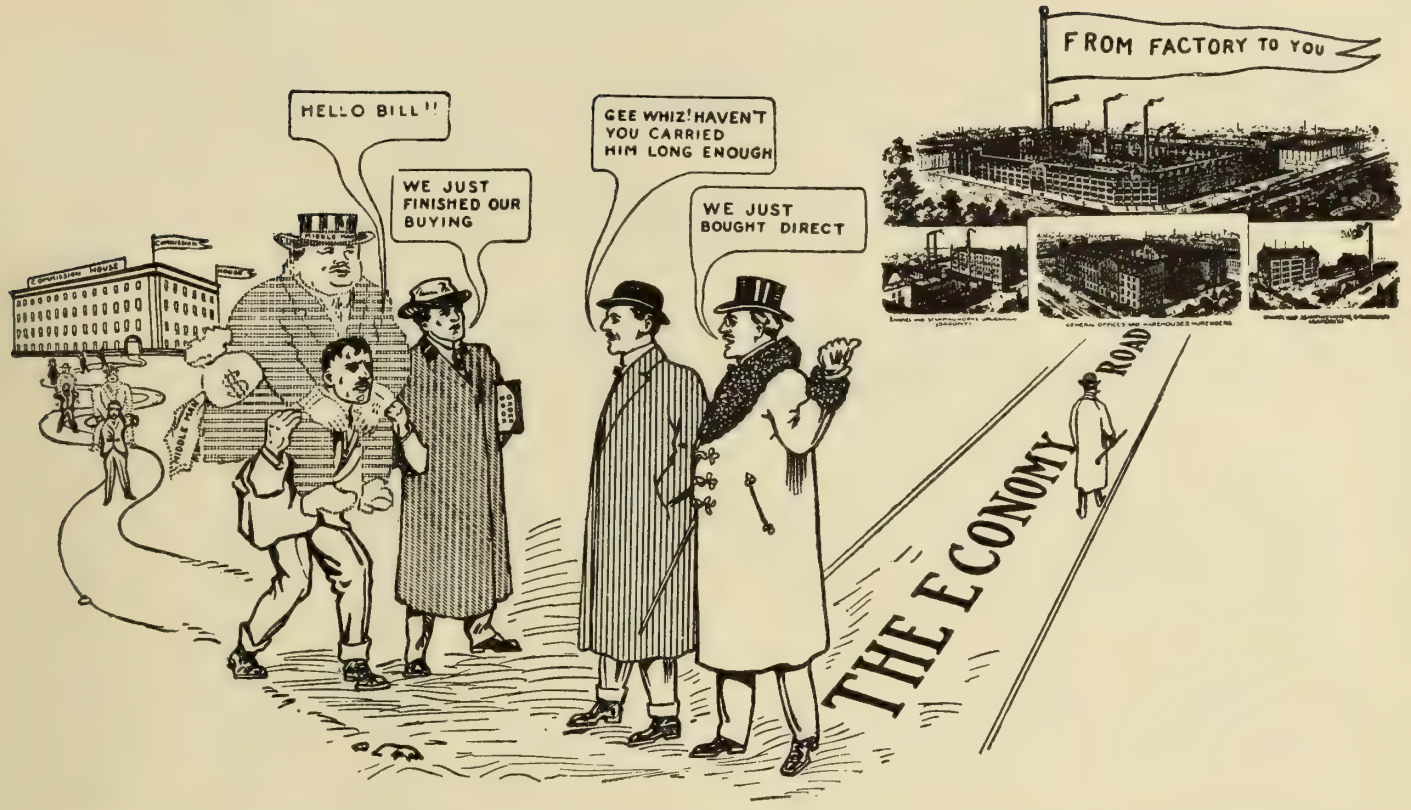
Can all be seen in our warehouse, suitably packed in holiday boxes. Our Women's Ware display of Women's Collars, Collar and Cuff Sets, Handkerchiefs, Hosiery, Gloves, etc., is particularly good. In the Men's Wear, Suspenders and Garter Sets, Ties, Gloves, Handkerchiefs, and Coat-Sweaters, in suitable gift boxes, afford you opportunities to brighten up this department. Our Small Wear and Fancy Goods Departments are well stocked with Christmas Trade Getters.

Pay Us a Visit or See Samples.



John M. Garland, Son & Co.

Ottawa, - - Canada



Copyright 1911 by John Bing

BING BROS., A. G. NUREMBERG, the largest manufacturers of **TOYS** and **HOUSE FURNISHINGS** in the world, beg to invite you to see their exhibition of goods at 381 Fourth Avenue, New York City.

The Sun Bleaches

TRADE "OLD BLEACH" MARK

We're at your service with a worthy showing of the world famous "Old Bleach" Linens— the Linens that have that delicate whiteness, and delightful soft finish that only Irish linens that are bleached in the "Old Bleach" way can have.

Under the dew-laden Sun's rays "Old Bleach" linens are spread over the green sward to bleach in nature's own way, uninjured by fabric killing chemicals that are used by most linen manufacturers.

This is the reason that "Old Bleach" is to-day so popular with the lovers of good linens, and this is the reason why you should stock a full range next season. Let us show you our range.

Sort up with "Old Bleach" for the Thanksgiving and Holiday season.

R. H. COSBIE

IRISH LINEN AGENCY

30 WELLINGTON ST. WEST - - TORONTO

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

EDITOR Dry Goods Review—Please tell us the names of manufacturers of souvenir spoons. We wish to have 300 or 400 of a special design made up for advertising purposes.

We suggest that you write the following firms, giving details as to design, sizes required and special wording:—Defriez & Woodman, Ltd., 64 Wellington W., Toronto; Nerlich & Co., 146 Front St. W., Toronto, or P. W. Ellis & Co., 31 Wellington E., Toronto.

* * *

Editor Dry Goods Review,—Where can we buy mahogany aisle chairs.

From Canadian Office and School Furniture Co., Preston, Ont.; Canada Furniture Mfrs., Ltd., Toronto; Stratford Chair Co., Stratford.

* * *

Editor Dry Goods Review,—Please advise us where to get store trucks with rubber wheels and box suitable for collecting parcels or delivering merchandise from stock-rooms to departments.

From Canadian-Fairbanks-Morse Co., 26 Front St. W., Toronto; Office Specialty Co., 97 Wellington St. W., Toronto; Watson Manufacturing Co., Ayr, Ont.

* * *

Editor Dry Goods Review,—Where can we buy fine gauze screen used occasionally by some manufacturing concerns for show cards.

We presume you mean the very fine net sometimes used over openings in show cards to throw out in relief articles pasted thereon, making an almost invisible screen when placed in front of a background of the same color. For this purpose a very fine chiffon veiling is the material you require and if you cannot find it in the veiling department of your store, would suggest that you write such firms as Canada Veiling Co., or Thompson Lace & Veiling Co., Toronto, for samples, describing at the same time what you want to use it for.

* * *

Editor Dry Goods Review,—Please give me names of firms supplying golf jerseys similar to the one described on the front cover of your August 7th number.

This was a lady's knitted blazer with shawl collar in plain color. Coats similar to this are made by Penmans Limited, Paris, Ont.; Monarch Knitting Co., Dunnville, Ont.; and the R. Forbes Co., Hespeler, Ont.

* * *

Editor Dry Goods Review,—Where can we buy plush by the yard, also children's plush coats.

Plush and other pile fabrics for garments may be procured of Hayes and Lailey, 40 Melinda St., Toronto; plush for window background or drapery from Geo. H. Hees, Son & Co., Toronto; or Taylor Mfg. Co., Hamilton.

Children's plush coats,—From Hutner Cloak Co., Toronto, and Exclusive Children's Cloak Co., 96 Lombard St., Toronto.

* * *

Editor Dry Goods Review,—Where can we buy Currie's English raincoats.

From any of the large jobbing houses.

* * *

Editor Dry Goods Review,—Can you recommend a reliable party who could supply advertisements for the lines I carry,—dry goods, house furnishings, boys' clothing, and men's furnishings—already written? My business is not large enough to hire an ad-man, consequently have to look elsewhere for assistance to write my own.

Write Harry Stirling Fisk, Schiller Bldg., Chicago, who makes a specialty of this work, or consult with advertising departments of local newspapers.

どなたでも同じ形の着物をいつも
召て居るのはおいやでせよう

If You Don't Use Butterick Patterns You Are a Dub

This is the meaning of the Japanese advertisement here shown—so we are told by the Japanese translator. This is part of an advertisement appearing in a Japanese newspaper announcing that Nakagawa Shokim Kam sells

BUTTERICK PATTERNS

Butterick Goes On and On and On and Everywhere

The Butterick Publishing Company
72-74 Duchess Street Toronto, Ont., Canada

A B C CODE FIFTH EDITION

Indents sent direct have special attention. Usual shipping terms.

Telegrams:—
Churchyard, London

Hitchcock Williams & Co

UNDER THE SHADOW OF ST. PAULS

Represented by
MR. A. W. CLIFFE,
who can be communicated with at
The Windsor Hotel, Montreal; The Queen's Hotel, Toronto; Royal Alexandra, Winnipeg; Vancouver Hotel, Vancouver. Our representative carries samples of the latest ranges of **Ribbons, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton, Dress Silks, Velvets, Etc.**

Canadians when visiting London are invited to walk round our warehouse and inspect the above goods, also our showrooms, devoted to Mantles, Costumes, Gowns, Ladies' and Children's Millinery, Straws, Flowers, Feathers, Maids' and Children's Costumes, Underclothing, Curtains, Etc.



Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION.

"FITZ" BRAND

Hosiery Gloves Underwear

Our representatives are now on the road showing specials for Spring 1913 in above lines, including special "Fitzsilk" Hose made specially for us.



"The Queen" silk lisle Half-Hose at $2.25 is the best value ever shown on this market. We are sole agents in Canada for the celebrated "Ramie," "Cross Knit" and "Knotted Mesh" Hygienic Underwear.



A complete range of Dress Goods and Dress Trimmings.

Sole Agents in Canada for

QUEEN'S CLOTH

Registered

Fitzgibbon, Limited

Victoria Square -:- MONTREAL

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

_____

_____

NAME _____

ADDRESS _____

Please mention The Review to Advertisers and Their Travelers.

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants
181-183 McGill Street, MONTREAL
James Stanbury & Co., Toronto

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton. Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

British America Assurance Company

A.D. 1833
FIRE & MARINE
Head Office, Toronto

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CAPITAL - - - - - - -	$1,400,000.00
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LOSSES PAID SINCE ORGANIZATION	35,000,000.00



To P.E. Island Merchants Particularly

The Maritime Merchant that wants to increase his sales and decrease his losses will select goods in sympathy with the environment of the people.

Buy from a wholesale house that has made a study of the requirements of the people and a success of retailing.

Do not place for Spring, 1913, until you see our samples and get our prices. We are in a position to save you money.

R. T. Holman, Ltd.
Summerside

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month.

Office of Publication, 143-149 University Avenue, Toronto.

October 2, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

PUBLISHERS DRY GOODS REVIEW

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PARIS Desbarats Advertising Agency 1 Rue Rossini

SUBSCRIPTION PRICE:

Canada, Great Britain, Australia, South Africa and the West Indies - - $2 a year
United States - $2.50 a year
Other Countries - - - - - $3 a year
Single Copies - - - - - - - - - 25 cents

Invariably in advance.

Service vs. Extravagance

WHEN he hears of modern stores with equipments which stop at nothing that can in any way be interpreted as contributing to improved service, the merchant who believes in reasonable expenditures for that sort of thing is inclined to ask himself, where is it all going to stop? The best way to answer that question is to consider what the public requires to make shopping as comfortable and satisfactory as it should be within reason and also to find out where so-called service ceases to have any direct advertising value.

The fact that a large store, recently opened, has among other sumptuous facilities an elevator that moves slowly for the benefit of those who dread a hasty ascent or descent, will doubtless suggest to some that the same result could probably be achieved by the regulation of all elevators to travel at a moderate rate. That done, the slow car would very likely have to be advertised in order to draw patronage. Service becomes an extravagance when it adopts something for which there is no immediate need. Practical purpose must not be lost sight of in order that exceptional luxury be suggested.

A manager of one of the Toronto stores recently remarked to the Review: "It seems to me that the last word in modern store construction is yet a long way off. If we live until 1950 we will probably find establishments equipped to accommodate a certain number of vacation parties. These stores will have streams for speckled trout, deep pools for bass, sound-proof shade nooks, hills and dales with fresh flowers every day, and there will be an absolute guarantee against rain. The minister, the doctor, the undertaker, the milkman or the meal tablet vendor will come at the call of electric buttons fixed into the trees of the artificial forest, and birds in the branches will warble the latest airs. These stores will, in short, answer every need. Life will be quite a business proposition.

This picture is somewhat satirical. In a way it suggests that those at the head of large business concerns are quite as human as merchants in smaller places and have equal contempt for things that are

ovedone. The purpose of a mercantile organization is to sell goods, and to keep the people coming. Where the service spells practical efficiency and where the policy is one that guarantees to the customer absolute satisfaction, that is all the customer has to expect. Waiting-rooms, rest rooms and the like embody an excellent idea. They are, in fact, an absolute necessity in large modern stores. The danger lies in interpreting the unusual and the extravagant for the useful.

Not only in equipment, but in advertising must this be guarded against. Purposeless expendtiure in the disposition of newspaper space, and in the elaboration of window and interior display suggests a wrong conception of the demands of modern business.

Adopt Standard Size System

MERCHANTS of every country necessarily make their purchases in a number of different markets, and this fact, as regards Canada at least, accounts for a lack of uniformity in certain important buying details. One of these is the sizing of underwear. Buyers of domestic and imported lines declare this to be a somewhat annoying problem. They find that even among Canadian manufacturers there is yet to be adopted a standard system of sizing. While the buyer who knows his business is aware that a certain number on an English garment indicates the same size as another number on a garment made in United States, and corresponds in a similar way with still another in a Canadian-made garment, he argues quite reasonably that a simplified international system of sizing would do away with a certain amount of clerical work and also minimize the possibility of mistakes in ordering. He also finds it to be sometimes the case that in comparing sizes supposed to be similar there is sufficient difference to suggest the absolute necessity for a better understanding of this important detail. Canadian manufacturers should at least get together with the object of standardizing size numerals, and it is equally desirable that British or Foreign manufacturers desirous of extending their business here should take steps to adopt the approved sizing system with the object of uniformity. The buyers would appreciate it.

No Quorum of Retailers

WHOLESALERS have recently held meetings for the purpose of confirming changes in dating which were described by The Review some months ago, and also to discuss general trade conditions. Reports of these meetings show that practically every wholesale house in Canada was represented. This fact indicates a condition which unfortunately has not yet become apparent in a general, united way among retail concerns. It shows that co-operation is a much more tangible thing among the large distributing houses. They are getting together in order that they may better carry out their policy in order that they may know perfectly conditions as they exist in every section of the country.

A few weeks ago a convention of retail dry goods men was called in Toronto. There were undoubtedly many visiting retailers in the city at the time. A list of very important resolutions had been prepared, and it was expected that there would be a large representative attendance. How many were there? One lady from a village on the outskirts of Toronto, one Toronto merchant, the secretary of the organization, and the representative of the Dry Goods Review. This number was not a quorum, and the meeting adjourned. The secretary stated that he had received many letters from merchants expressing approval of the resolutions, and assuring him that they would attend. About half an hour after the time appointed for this meeting a Hamilton man hustled in, wanted to know what it was all about, grabbed a sheet, containing the resolutions and hustled out again. Not one of those many merchants was present who are continually protesting against conditions in the dry goods trade, and who are frequently asking Why is this? or Why do we allow that?

FEATURES OF THIS NUMBER.

Special dress fabrics and wash goods departments describing and illustrating novelty fabrics for Spring, and discussing buying conditions.

Art of display, containing suggestive drapes for Thanksgiving and Winter openings. Methods for introducing the holiday season and making business. Fur and fancy goods windows.

Merchants discuss proposal to organize credit-reporting system.

Details of the new Herbert Snell store, Moose Jaw.

Views of the interior shops of the new Filene store, Boston.

General market news of Spring ranges.

Special fancy goods and novelty department, containing article by a merchant describing his methods for boosting business and conducting preliminary Christmas business.

Good advertising, discussing seasonable suggestions.

Millinery and ready-to-wear departments containing special New York and Paris letters.

Review's Information Bureau.

Now, it would have been an excellent thing if these resolutions had been discussed and deliberated upon by a well attended meeting of retailers and sent to the recent meetings of wholesalers in the form in which they might have been approved and bearing unmistakable evidence of representative backing. It would have demonstrated to wholesalers, manufacturers and to the entire trade, for that matter, that the retailers are alive to the importance of organization and of concerted action, and that they mean to take advantage of their extended powers as sanctioned by parliament.

One week previous to the date fixed for meeting of merchants, a three-day convention of window trimmers was held in Toronto. The sessions were well attended and very enthusiastic. It was a convention that reflected the progressive methods of Canadian retail concerns. But it is hard to conceive that where a program is definitely announced, and the proposed business well understood that the merchants themselves did not turn out in large numbers for their own convention. Yet the secretary stated that he had communicated with many merchants and had every reason to expect a large attendance.

It is hoped that at the next meeting called to consider these important matters there will be a large attendance, that various problems will be threshed out in an intelligent way, and that the retail merchant will give definite expression to his views.

The More Profitable Viewpoint

A FUR dealer recently discussed with The Review the subject designated by what he styled "that erroneous phrase"—"The high cost of living." He protested that too much serious consideration was given by the trade generally to this as a descriptive phrase. It gave the merchant a wrong viewpoint. Rather did he choose to refer to existing conditions as being the result of high standards of living, and the best guide for the merchant in deciding which was the proper view was his own buying based on the tendency of actual demand.

There is considerable force in this argument. Newspapers have given much space to comparisons of prices on various commodities, and have decided that, within the past ten years, the advance in some respects has been enormous. Yet the dry goods and clothing merchant will point out that their business shows a marked appreciation of better goods that whereas they had always been more or less conservative of certain lines, these had gradually come to the front and were meeting with larger demand.

Hence, in the market to-day, one hears much about the possibilities of higher price standards, and the concentration of effort upon goods which bring larger profits. This is in line with the article which appeared in the Review some time ago, advising against too great emphasis on lines which contained little or no profit, and against the featuring of cheap or bargain goods as a regular thing rather than occasionally and then only as an advertising stunt.

Manufacturing to-day has a wider scope than ever before. Productions are answering a greater variety of requirements and even go so far as to create new desires. The buying power of the dollar has to be considered in the relation to this fact in the dry goods trade, and there are also the buying tendency, merchandising methods, and the growth of a young country to be taken into account.

There are greater assortments, finer discrimination between values, individual tastes and comparisons are becoming a more important factor, people have a wider knowledge of goods and when merchants have emphasized quality rather than cheapness, they will readily admit that the fur dealers viewpoint is right—that the higher standard of living is at least the more profitable one to follow.

The Passing View.

All predictions that may have been made as to the splendid Fall opening weather, are off.

Now for a month of brisk merchandising, and then for the gift season.

Their secretary states that of all organized trades, the undertakers, generally, have the best attended and most enthusiastic meetings. Some explanation may be found in the fact that their business goes on weather or no.

There must be something wrong in the reported statement of the Lieutenant-Governor, of Prince Edward Island to the effect that the Maritime Provinces need some of the Western optimism. The Review's correspondent reports that some of the brightest men in the West are from Prince Edward Island.

"Paradise is dyed all sorts of beautiful shades, and this adds so much to its cost that it is prohibitive, excepting for the rich." Don't be alarmed; this is only an extract from a New York millinery letter.

It is hard to understand the virtue represented in the patience of the salesman who, after waiting upon a customer for three hours in the wallpaper department, was asked for a sample to be sent to a friend in a distant city in order to illustrate the very fine quality of papers shown.



The Leading Shades in Dress Goods *for* SPRING 1913

TANS
BLUES
Saxe, Cadet,
Barbeau, Navies.

GREYS,—All Tones.

WHITE will be used very largely and combinations of WHITE and BLACK, and BLACK and WHITE very popular.

MATERIALS

Bedford Cords or Corduroys.
Whipcords, plain and two-tone.
Serges and hair lines.
Ratines, plain and two-tone.

ALL twilled materials will be much in demand, and in addition there is a decided leaning towards the use of Venetians and Broadcloths.

SILKS

IN silk materials, Satin Charmeuse is a favorite, in fact all soft clinging makes of silks will be very popular.

"SOVEREIGN"

DRESS Goods are selected from the ranges of the very best makers in the world.

¶ The shades and weaves have been chosen with special consideration for the tastes of Canadian women, and never have we shown such a beautiful and varied collection.

¶ Our traveller is in your vicinity. Say when he may call.

THE W. R. BROCK COMPANY, (LIMITED)

MONTREAL

Credit-Reporting System a Good Thing

Merchants interviewed agree that it would work greatly to benefit of dry goods trade, provided cost of operation was not too heavy — — Methods adopted at present — Some towns without organized system — Merchants view of credit between Wholesalers and retailer.

ONE of the resolutions proposed for the consideration of retail merchants at a Toronto convention which did not materialize, advocated for Ontario a credit reporting system whereby retailers would find it possible to safeguard each other against habitual and fraudulent debtors.

The plan suggested had in view a central bureau through which the information received from different localities would be available. The compilation of lists of risky customers was one feature, which, it is understood, was intended for the new system.

That retailers everywhere would favor such a plan, if operated in an effective way, can hardly be doubted. In some towns and cities local retailers' associations have already adopted the idea and reports indicate that it has removed much uncertainty and disagreeable, costly work. When all have united, in the proposition, with a representative official to carry out the wishes of the members, the operation of the system after a few months, when it became evident that the merchants were in earnest, was greatly simplified.

The Review has recently interviewed a number of merchants on the matter and all are agreed that a system operative throughout the entire province, and having the unanimous support of retailers, would certainly be beneficial to the dry goods trade. Among statements received were the following:—

From the White & May Co., St. Marys, Ont.:—We have no system in our town, that is, no organized system of any kind regarding credit. We do sometimes get information from each other, but very seldom. If a thorough system throughout the province could be adopted it would certainly be a great benefit to the dry goods trade, as we usually find the people who are bad pay in one town are the same when they move to another. However, we do not give credit to people without some information as to a likelihood of obtaining our money.

"If the Dry Goods Merchants Association could get together on this matter we think it would be a good thing, and anything we can do to further that end we will be quite willing to do."

* * *

From the Robinson Co., Napanee:—"Each store in Napanee controls its own credits without consulting or advising with any other. Our store does a fairly large credit business, but only on short dates, viz., from 30 to 90 days. When we are asked to carry an account for a longer time than 90 days we always refuse. A credit reporting system that would operate throughout the entire Province would be a good thing, and would be most valuable to stores doing a general credit business and to city stores. If the operating expenses were not very, very small, it would be of no use to stores like our own because our losses are so very small."

* * *

From T. H. Shields & Co., Brampton:—"We do not consider that we are in a position to offer any suggestion at present. The general plan of giving credit to persons known to us we find the most satisfactory to us at present."

* * *

M. Gartlan & Co., Stayner, Ont., evidently understood the Review's question to refer to that of credits as between wholesaler and retailer. Their reply, however, while not bearing on this matter, is none the less interesting since they make a suggestion looking to the keener appreciation of credit. They state:—

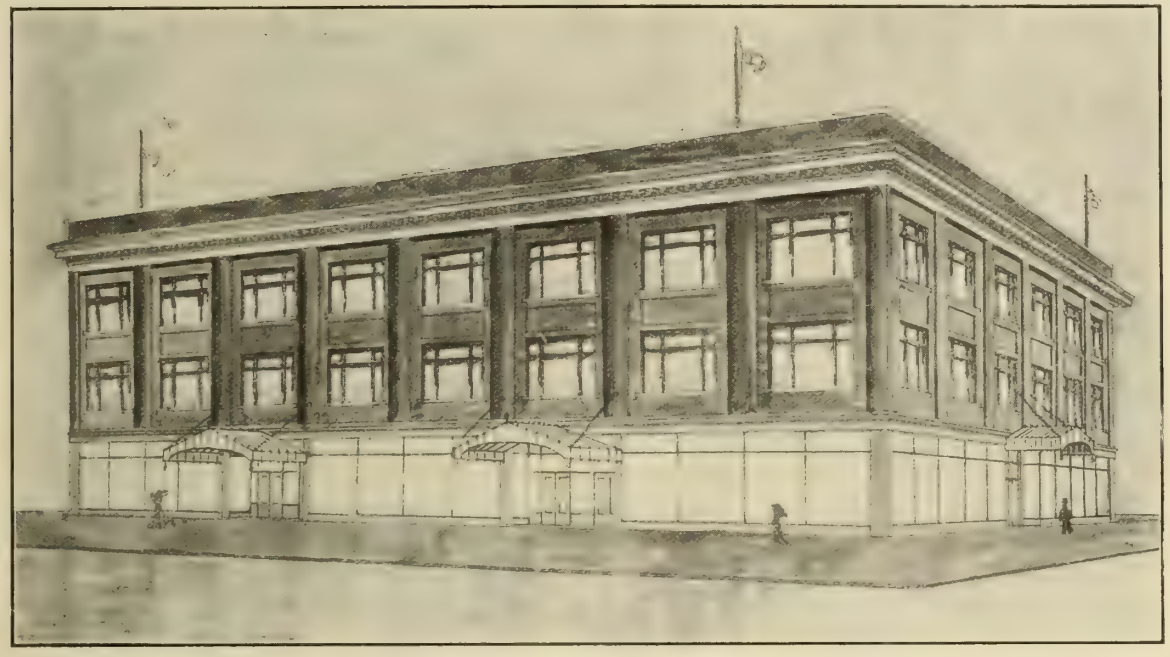
"Our opinion of the credit system is that the wholesale houses have the remedy in their own hands. Let them increase their discounts to 7½ to 10 per cent., 10 days; 3½ to 7½, 30 days, net, 60 days.

"To do this they would, of course, be obliged to advance selling price of goods. In a nutshell, if this method were adopted the credit of the retailer would be transferred to his local banker who would have an eye on him at all times and would mean practically no bankrupt stocks thrown on market, also better profits for the retailer."

The Review invites further discussion, not only of the question of credits as between retailer and customer, but also between wholesaler and retailer.

Letters patent have been granted to a company which is being organized by H. A. Lovitt, K.C., Montreal, to carry on business in Montreal on the lines of the United Dry goods Stores of the United States, and will be known as the United Co-operative Stores, Limited. The new company will have a capital of $500,000, divided into 5,000 shares of $100 each. The concern is authorized to manufacture leather and rubber footwear.

New Departmental Store of Herbert Snell, Ltd., Moose Jaw.



THE new departmental store illustrated here is the outcome of the efforts of Herbert Snell, Moose Jaw, who opened a small store in that city eight years ago. Since that time the business has grown steadily with the city, having occupied three different store homes, each much larger than the last. Completion of this building is promised for early in 1913. The building occupies a commanding position on Main Street, having a frontage of 166 feet on this street and 125 feet frontage each on Hochelaga and Caribou, with 20 ft. lane at back, thus covering the entire block. At present, the building will have basement and three storeys, and is being constructed to carry six storeys. Construction is of reinforced concrete, with tile facing. There are to be four entrances, two on Main Street and one each on Hochelaga and Caribou Streets, each covered by artistic steel and glass marquees. Show windows will go along the entire frontage of three streets. Basement will extend under street 12 feet on Main and 5 feet on each of other streets. Communication between floors will be maintained by wide, easy stairs and two passenger and one freight elevator. Pneumatic cash system will be used, and the store will have its own telephone exchange.

On the ground floor will be carried dress goods and allied lines, wash goods, linens and staples, bedding, hosiery, gloves and knit underwear, laces and embroideries, art needlework, ribbons and notions, jewelry, drug sundries, stationery, confectionery, men's furnishings, women's and children's shoes, soda fountain.

Second floor—Women's and children's ready-to-wear, millinery, carpets, draperies, wall decorations, pictures and mouldings, hair goods and manicure parlors, customers' rest rooms and lavatories.

Third floor—Furniture, china and glassware, kitchen hardware, groceries, lunch room, kitchen, dressmaking rooms, cash, general, and private offices.

The elevators and stairs will be continued to the roof, where there will be provided a children's play ground. The basement will be used at present for employes' cloak rooms, sample rooms, storage.



DRESS GOODS and FABRICS

The Buyer's Viewpoint

White warp whipcords promise to be next season's style success.

Bordered voiles high novelty in hand-embroidered and fancy designs.

Wide range of novelty white and black line and fancy stripe coteles. Bedfords and serges sampled in new ranges.

Whole tendency for Spring is for finer fabrics both in make and texture — Why merchants will favor better weaves — Specialty buyers curtailing color ranges — Selling ratio of the color trend — Cords a broad descriptive term as applied to the season's ranges

With the exception of certain novelties, samples of Spring dress goods will go to the trade during the next three weeks. Indications point to an exceptional season for many reasons. From a broad interpretation of the ranges in favor of high class and seasonable novelties, the passing of some staple fabrics and close merchandising, important conditions are reflected.

Few merchants are interested this season in a broad color card. Early forecasts favor the selling ratio of each particular color as applied to the fabric considered. Results are noted in the fact that specialty buyers are curtailing color ranges. Whereas some 60 shades used to be applied to fabrics as well as silk sections, not more than twenty entirely safe shades are now shown in the former.

Element of Chance Minimized

Color interpretation is rather the application of the cloth and its purpose with a suitable Spring shade to obtain the effect required by style and demand. This trend has placed import buyers on the same level as merchants in anticipating the season's cloths, colors and requirements, except that departmental color-selling order is defined by the quantity of each taken. For merchants, buying is safer than usual for these reasons. The element of chance has been removed through wholesalers' forced interpretation guided by knowledge of foreign and domestic markets and different locality demands.

Each season finds a run on some color, fabric or style, and later buying, owing to novelty selling has caused wholesale buyers to assume greater chances. They are therefore not willing to define a color card, because, in doing so, buyers would be led into a bewildering assortment.

Selling Ratio of Colors.

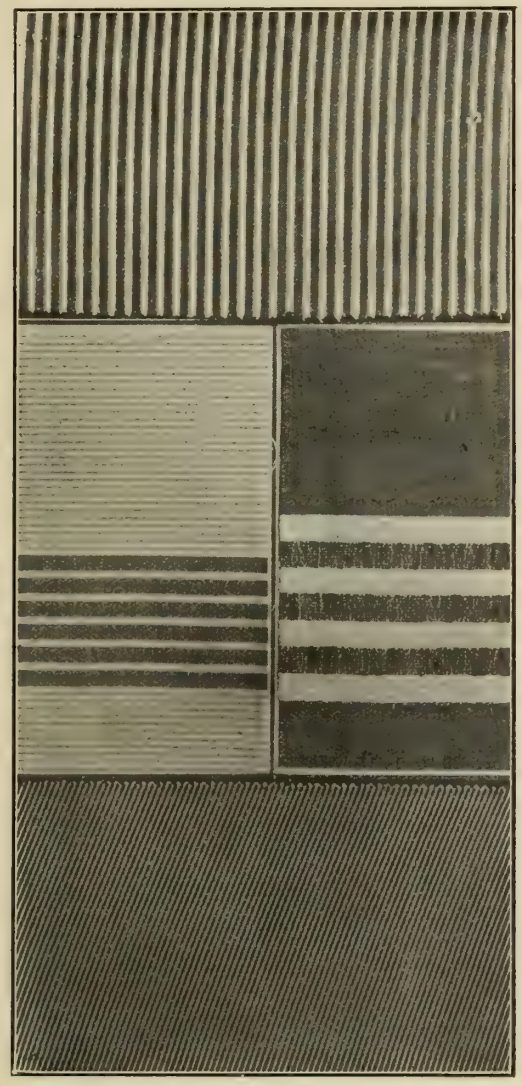
This year's high colors are associated with millinery and trimmings, but when considering dress fabrics, the buying sense directed by the use of particular cloths, is a more important factor. Granted that Canadian trade and selling ratio may follow general color trend in making a broad version of the different departments, success follows a policy of education and salesmanship.

For instance, blues are staple and always strong, but impossible to define except in dark shades and Saxe, Dutch or Gobelin.

Tans and brown are really considered better from a novelty standpoint and wood or leather shades or burnt colorings are applied to heavier fabrics.

In some quarters, grays are called, especially typical Spring drab or taupe shades under this heading.

Purples, reds and greens are never leading for Spring, but are seen in reversibles. Two-tone combination colors and shot effects are meriting close attention.



Reading from top—1, Two-tone Bedford cord. On left, line stripe bordered zephyr; on right, ratine bordered Chambray. Bottom, two-tone mercerized white warp whipcord. High-class novelty fabrics from Spring wash goods sample range. Courtesy McIntyre, Son & Co., Montreal.

Again, high or printing colors for individual lines are all defined by texture or use and the limits of Canadian buyers. In light-weight or evening fabrics books chiefly comprise champagne, tan and burnt shades, yellow, gold, orange, coq-de-roche, lavender, sky, Durbar and light greens or novelty names to designate these shades.

Cream and cream with faint line colors introduced, are shown in Bedfords, diagonals, serges and the usual range of taffetas, San Toys, Eoliennes and fancies. Black, black and white and white and black in novelty cloths are included in variety.

Good Season on Fancies.

Bordered voiles are high novelty in hand embroidered and fancy designs. Fancy voiles with Chine borders, bordered taffetas, silk warp-bordered Eoliennes, crepes and silk and wood crepille with full range of plain voiles, show that a good season on fancies is anticipated.

Spring Suiting Ranges

Broadly, suiting ranges are descibed by cords—Bedfords, diagonals, whipcords (reversible and serge finish), serges, tweeds, and check suitings. The cloths alone suggest a better season on high grade fabrics. Each material is amplified according to novelty and fashion importance. Compose or combination patterns are exclusive and featured with plain fabric coat and inch-stripe or small pattern skirt in yarn-dyed serges in tones to match. These are in soft tans and taupe grays.

Season's Style Success.

White warp whipcords promise to be the season's style success. Neat whipcord stripes in tans, soft grays, blues and Spring shades on white describes them. Whipcords on the heavier order are mostly two-tone. Some of the higher priced are two-tone and have shot effects, while the reverse is plain in gray, tan and contrasting shades. Ottoman and Bedford cords in plain and two-tone weaves are produced in both fine and wider cords. Wide wales or cote de cheval (horses' rib) are considered the leading novelties in cloths of this nature.

The predominating effects of Bedfords, coverts, whipcords and serges are similar on certain weights, finishes and effects in some colors. Several results are possible in sales. In whipcords of a heavier nature only about four colors are suitable for Spring wear, namely, grays, which are well thought of, and tans, which are similar to coverts when white is introduced. Finer whipcords are not unlike serges. As these fabrics are novel, the future of serge is on staple qualities and colors at 55c, 75c and $1.00 yard, while whipcords are to take the place of higher qualities.

This trend naturally means sales on a better class of goods. Cheaper lines of dress goods at 37½c and 55c run to diagonals and stripes, cords, and this season's effects in tweeds, while some shot designs are included in wale weaves to round assortments.

Soft Color Effects in Suitings.

In suitings and tweeds, 54-inch cloths in exclusive designs at higher prices, black and white, gray and white, soft brown and tan mixtures, cover a wide variety of fabrics, which may be designated by diagonals, stripes, or snub yarn effects. Soft color combinations seem to be preferred.

JAPONETTE CRÊPE



The cloth with a permanent crinkle that will not wash out. We make and guarantee it fast to light and soap. For **Kimonas, Underwear, House Dresses, Children's Dresses, Draperies, etc., etc.**

YOUR WHOLESALER HAS IT.

Dominion Textile Co., Limited - - Montreal

Sold at a lower price than ever before and equal to any cloth on the market at a higher price.

The "Pirle" Finish
For Dress Goods.
Will not spot or cockle with rain.

"Cravenette" Showerproofs
For Wet or Fine

Kirk's "Permanent" Finishes
for Italian Cloths

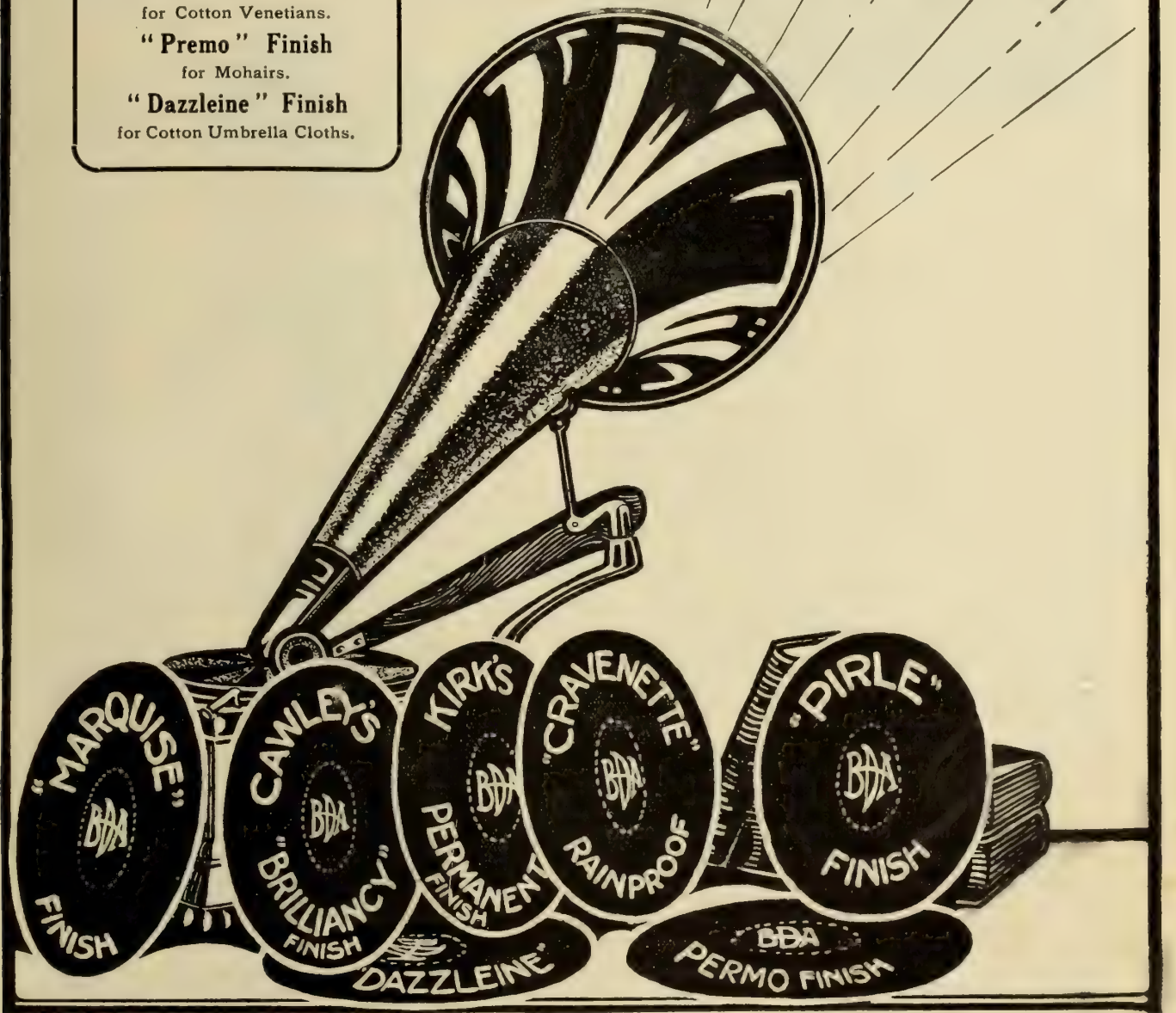
Cawley's "Brilliancy" Finish
for Cotton Satteens

"Marquise" Finish
for Cotton Venetians.

"Premo" Finish
for Mohairs.

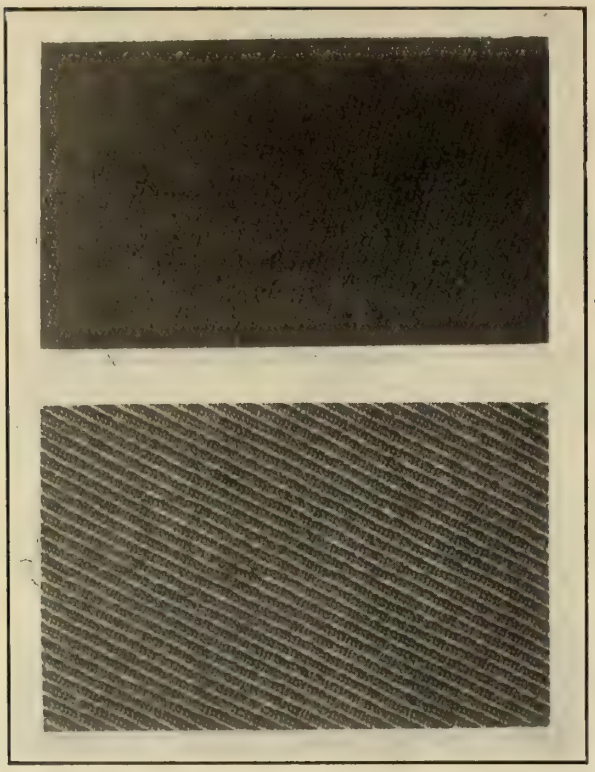
"Dazzleine" Finish
for Cotton Umbrella Cloths.

The BDA records speak for themselves.



The Bradford Dyers' Association, Ltd., 39 Well Street - BRADFORD
128 and 129 Cheapside, LONDON

Please mention The Review to Advertisers and Their Travelers.



Finer novelty whipcords in shot effect from Spring range. — McFadyen, Valiquet & Shea, Montreal.

A wide range of novelty white and black line and fancy stripe coteles, Bedfords and serges are sampled. Such cloths are good in cream and both plain and line stripes are shown in all wanted qualities, the slight color or line being in blue, gray, tan and mauve.

Black and white checks in 4-4 and 6-6 with check suitings in 54-inch 7-oz. weights are always good for the Spring season. Some navy and white checks are expected to sell. On this order, fancy pin checks, with blue, tan and white colorings should do well.

• • •

Favor Better Fabrics

The whole tendency is for finer fabrics both in make and texture. If the demand develops on lighter weight cloths, it can be traced to last year's successes. Merchants have experiences to guide them and will therefore favor better fabrics. Nothing is more unsatisfactory than cheap Bedfords, diagonals, coverts or cloths of cord weave. This is particularly so in the cutting up and dressmaking trade. Seams are sure to pull, some cords slip or drag, and merchants cannot afford to overlook this in considering so-called leading values. The ranges would indicate that wholesale buyers have overcome this in buying better qualities only.

While the manufacturing end will tend toward staple serges, whipcords and kindred cloths, merchants' versions are likely to be defined by exclusiveness and novelty combined with satisfactory qualities.

As the season advances, new influences have always to be considered and while no buyer is entirely sure, confidence in showings is borne out by the different selections prepared for the trade. The only comment necessary, and which might be true at any time, is that merchants cannot afford to sacrifice quality and style on some cloths for value. Showings would suggest a season of high-class satisfactory business with just sufficient novelty to warrant profitable and quick turnover.

* * *

Looking for Increased Yardage

In discussing styles and the possible introduction of pleats and drapery effects the trade is looking for increased yardage. Whether grays or taupes are better than browns or tans is a matter of individual

Continued on page 39



Effective Spring dress goods novelty. Compose, or combination style suggestion, by a Paris artist, showing the use of matched fabrics, plain coat, and stripe or check skirt. Courtesy McIntyre Son & Co., Montreal.

SUNRISE LONGCLOTH



The Women who know Buy it--- the Merchant who handles it Sells it.

The pure white finish, the uniform thread and the all 'round value of "Sunrise Longcloths" are the direct result of efficiency of service, modern and efficient operating facilities and long experience in the manufacture of cotton goods.

Every yard of "Sunrise Longcloth" represents one hundred per cent. satisfaction for both the customer and the merchant, as well as a fair margin of profit for the latter.

Your wholesaler has it. You should have it.

DOMINION TEXTILE CO.
MONTREAL

"Victorian"

Dress Fabrics in Popular Weaves

It is a matter of much pride to us, in announcing that we are again to the fore with excellent ranges and enabled to offer unparalleled values in these and other popular Dress and Suiting materials. Among the range we have as special features Bedford Cords and Whipcords in plain and two-tone effects, Hairline Whipcords, Hairline French Serges, French Cashmere Coating Serges, Wool Ratines, Donegal Tweeds, Two-tone Cheviots, etc., in an immense variety of fashionable shadings and new colors.

Spring Season

1913

The W. R. BROCK COMPANY, (LIMITED)

WHOLESALE DRY GOODS

TORONTO

"Victorian"

High Grade Dress Tissues

We have gathered a superb collection of these new weaves, appropriate for ladies' afternoon and evening costumes, to which we take much pleasure in directing the attention of the trade. The assortment includes the popular Sponge Cloths, Ratines, Gabrielle Ratines, Silk Bordered Voiles, Broche Bordered Voiles, Broche Bordered Silk and Wool Crepe de Chenes, Broche Shot Eoliennes, Silk and Wool Shimmer Royales, Superba Charmeuse Satins.
These fabrics are shown in all the new shades such as Sand, Copper Tan, Zenith, Hague, Napoleon Blue, Neptune, Reseda Greens and Greys in all tones.

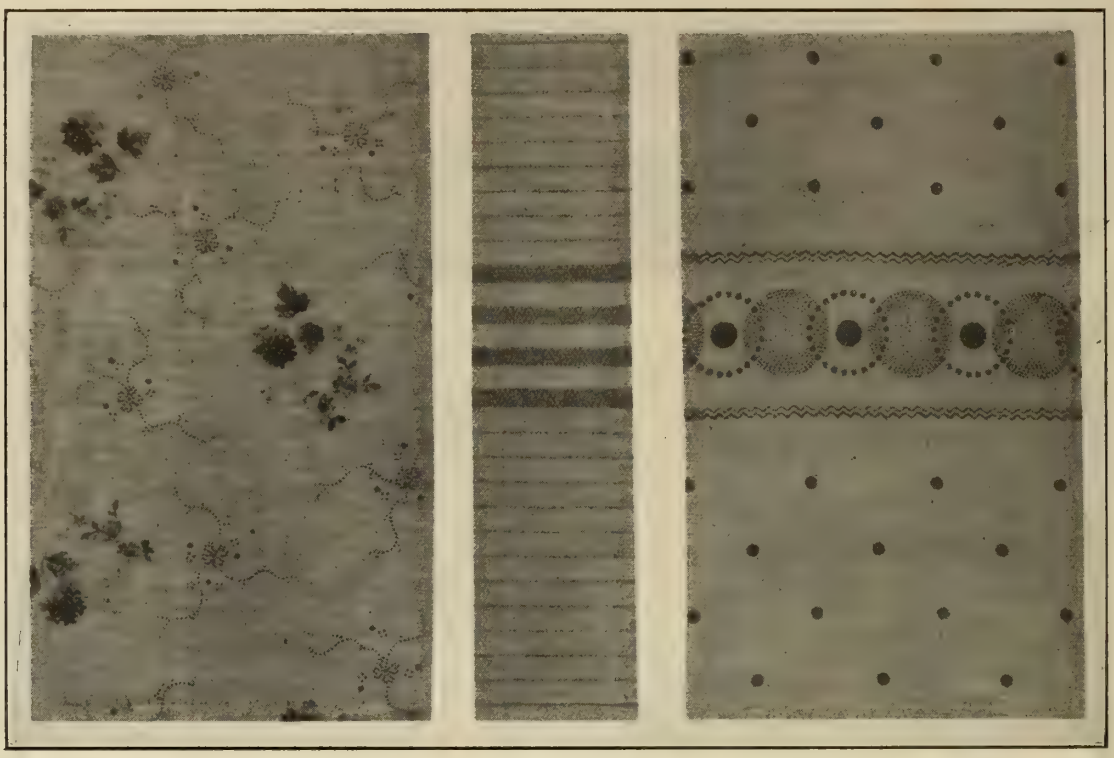
Spring Season

1913

The W. R. BROCK COMPANY, (LIMITED)

WHOLESALE DRY GOODS

TORONTO



Spot, floral, and bordered Challies. Samples from a new range of neat assorted patterns, 30-31 inch cloth. Courtesy Dominion Textile Co., Montreal.

Spring Wash Goods and New Numbers

A white season with extremes in weight of fabrics used — Voiles, crepes, ratines, reps, poplins, Bedford corduroys and linens in favor — Welts and borders good — New kimona and drapery fabrics — Advances on some listed numbers — Later lines to be sampled

MOST of the staple domestic and foreign wash fabrics have been shown to the trade. Merchants have completed the selection of patterns and values in prints, ginghams and heavier staples. Novelty is now the object, and showings are added to as far as advisable to include a measure of the season's developments in high-class and exclusive fabrics. The ranges shown, which are broader than for any previous season, both for distinct import novelties and development in patterns, finish, cloths and style of domestic makes are an indication of the importance of this department for next year.

* * *

Novelty an Important Factor

The rivalry between dress goods and wash goods sections is defined only by the merchant's ideas or the price extreme of materials which sell. The outside novelty of this season's materials is harder to define than ever and price limit is not any less than in silk sections. It cannot be claimed that style, patterns and appearance of materials are so closely seen in direct competition with silks, as a year ago. But the growth of Summer wash goods manufacture has enabled the novelty fabric section to be fully as important and complete with many other lines in the dress goods department besides silks. The influence of style is just as insistent in suggesting weight, color, or individuality of patterns in preferred wash goods novelties as the motive to duplicate features in high-priced fabrics.

* * *

Style Creates Demand

The possibility of wash goods may previously have been handicapped by confining, because customers could not seem to overcome the idea of prints, ginghams, and other cheaper lines. This made it impossible for the average merchant to retail lines above 35c yard with success, unless higher priced novelties were down with silks, voiles or more novel and dainty merchandise. While this is just as true to-day, wash goods section showings for

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Nisbet & Auld, Limited

32-34 Wellington St. West, TORONTO

The foregoing remark is a common expression amongst merchants, and we try to prove ourselves worthy of the recommendation by making big preparations for

The Sorting-up Season

We are continually replenishing our stock with the newest and most fashionable fabrics and colors for both Men and Women's Wear to ensure the least possible delay in filling orders.

Give Us First Chance

DEPARTMENTS

Men's Fine Woollens **Tailors' Trimmings**

Ladies' Costume Cloths and Serges

Household Linens **Silk and Satin Linings**

MONTREAL
207 St. James St.

Toronto

QUEBEC
5 Bloc Parent

next Spring have an advantage in that style has created the demand for many new fabrics, which are especially adaptable and satisfactory in cotton and quoted up to 37½c yard.

There are many more opportunities than usual this year to increase wash goods showings, because added lines are within price limits, newer lines do not mean the sacrifice of older lines except in a few instances, and tone combined with suitability for every occasion justifies particular attention to direct this business.

* * *

Limited Staple Profits

Novelty and growth of wash goods sections, when properly handled, is off-setting, to a great extent, the decrease of limited profits on staples. Careful consideration of ranges will suggest extension and the average buyer may find that to have a representative showing no other decision is advisable. Selling ratio of newer clothes, passing of old favorites with more



Japanette crepe, an all-season kimona cloth in more than one hundred Oriental, Paisley, floral and conventional designs. Several novelty patterns are added to the Spring range.

explicit demands of style and change in patterns or weaves is regulated to a great extent by merchants' own interpretation and the trade catered to. Some of the changes are self-suggestive after going through the ranges.

* * *

Merit of Domestic Lines

The important feature outside of style and color is the number of added lines—novelties for the most part in import samples and entirely new fabrics and designs called for by the trade and made in domestic mills.

The development is so great that whether the preference for domestic makes is asserted or not, merchants are finding many domestic, highly-finished and exclusive cloths that have decided merit in style, selling merits and profit percentage. This is so much so to many buyers that they are still often mistaken and think they are selecting goods of foreign manufacture. However, any excuse for such conditions is now unnecessary, as sample books show.

Another White Season

Another white season is anticipated and includes the entire range from voiles, marquisettes, crepes, repps, poplins and new lines in twill and satin finished ducks. Among the extreme novelties shown is a plain ratine with Byzantine border in blues, black, tan and soft gray, at $1.50 yard. Plain ratines and bordered effects are quoted from 18½c to 37½c yard in either white or colors in contrast.

* * *

Crepes, Voiles, Marquisettes

Ranges of crepes are extensive in plain white, white with fine line stripes and borders at 15c to 50c yard. Where color is added, usual seasonable shades are shown. Crepes with ratine borders in conventional designs on white are effective.

Voiles and marquisettes are on the same order. They are featured plain, fancy and brocaded with ratine as borders, and plain white with self or colored line or ribbon stripes are seen in medium-priced numbers. These cloths can also be had in a range of colors.

* * *

Organdies, Mulls, Fine Muslins

All usual values in organdies, mulls and fine muslins are quoted at the same prices as last year. Sales of many of these cloths will be affected by the demand for the foregoing fabrics, but for the average trade they are considered more or less staple. This is particularly so in colored muslins, and except in cheaper numbers or French organdy very few samples are shown. In white small pin checks and cord checks, muslins on a very fine ground to retail at 25c to 50c a yard are especially natty, and some striking bordered muslins cannot be overlooked to sell at 25c.

* * *

Dress Linens

White dress linens are bound to be good, and are considered by weaves or finish in selecting a suitable range. Linen in pongee or natural shade and linen with black, mostly stripes and heavier weaves with Hollands are serviceable and stylish. A new range of colored linens in uncrushable finish is typical of this season's demand. White and plain-colored vesting, especially in tan, neat lines, small patterns and brocades from 15 to 25c yard, are highly mercerised.

* * *

Corduroys, Bedfords, Piques

White and colored corduroys, Bedfords and piques, plain and fancy welts, are sampled in all qualities, weights and prices. Heavier effects have the style run, and in both white and colors are looked upon as the season tendency. Poplins and repps

Hewson's Celebrated Bannockburn Cloth

ONE of the biggest selling lines in the Dominion, and one of the most profitable to handle. An ideal cloth for the working man, being of good appearance and very durable.

Another staple line is—

Hewson's Mackinaw

—the famous all wool untearable cloth for lumbermen's coats, pants, etc. Stands the rough and tumble usage of the lumber jack as will no other material.

Hewson's Tweed Suitings

A large range of new and attractive designs for Spring. The best yet.

Sold Only Through Jobbers and Clothing Manufacturers

Your wholesaler will be glad to show you our line. Ask him.

Hewson Pure Wool Textiles

LIMITED

AMHERST, NOVA SCOTIA

and fancy weave Bedfords include a series of cloths under different names, such as Rufweave, Durbar and Shadow dress cloth ranging from 11½ to 22½c yard. Plain dyed mercerized fabrics, ribbon stripe, Shantung and snub yarn effects are entirely new, and retail at favorite prices. Several two-tone Bedfords, whipcords and diagonals, white warp weaves with blue, tan, gray and black in length of 20 yards add tone, and in appearance and finish are equal to many of the leading fabrics in the dress goods section, both in style and adaptation.

* * *

New Numbers in Ducks

Usual values and domestic qualities in Indian heads, twill and satin finished ducks have been augmented by new numbers at from 10c to 18c yard. These are now in jobbers' samples or featured under the following or similar names:—Dress, Lakeside, Seaside, Yachting, and Tennis.

* * *

Burnt Shades a Novelty

In all lines of fancy colored wash goods, bordered effects are preferred. Sequence of color is similar to other years. As a novelty, burnt shades are brought out, especially in plain clothes, which is a development of the vogue for tan and champagne. White cream, sky, mid, Copenhagen, or Dutch blues, grays, black and white and other satisfactory washing colors are reflected in the selling ratio and defined by the fabric.

* * *

Softer Foulards

Foulards are brought out in softer cloths, and the demand is expected to be equal to last year. Splendid finished cloths can be had to retail at 20c and 25c in which light colors, soft tan combinations and staple blues are mostly in small, neat, silk or foulard effects. Rajah foulard in a 27-28-inch cloth at 14½c is taking well both for the retailing and manufacturing trade.

* * *

Zephyrs, Ginghams, Chambrays

Among the more staple dress cloths there is little change, except for added patterns or values. Woven zephyrs and ginghams are in the usual small checks, stripes, overplaids and bordered effects. A better cloth at a lower price than last season's number has been brought out at 9c. Prices for staple numbers at 7¾c, 9½c, and 10c are unchanged. The volume of selection so far has favored borders and pin checks. Chambrays or zephyrs in neat bordered goods, plain line stripe or check or with ratine stripes to match have proved the novelty at the higher prices. Large fancy over-checks are taking fairly in pleasing color combinations. Although the limit of price is 15c retail, in many localities a few of the finer mercerized finishes should prove novel enough in design to warrant a sprinkling of the better numbers.

A new line of challies is quoted at 11c yard in 30-31-inch cloth, which comes in florals, line stripes and spots with borders of stripe or conventional design. Delainettes are selling in navy and white and black and white as usual.

* * *

Kimona Cloths

In kimona cloths a new Pongee at 16c yard comprises several new patterns on a silk finished cloth of fine texture. Japonette crepe covers a range of more than 100 different designs and several new patterns are being added in Oriental floral, Paisleys, conventionals, and numerous dots, lighter effects and borders to match. The price is 14½c yard.

* * *

Some Price Advances

Prices are advanced in some instances on standard or listed cloths. Steel clad is still 11½c yard, with some border designs added, X Drill at 11c is 1c higher. A A Duck is ½c higher, and Rockfast at 12c yard is unchanged.

Domestic or import prints are the same as before to meet approved retailing prices. Good qualities in both makes are quoted at 10c in exceptionally fine cloths, under different numbers to the trade. Cheaper lines at 8c are the usual cloths. Designs are staple to an extent, but the demand for navys, Dutch blues, and tans is met with several new patterns in florals, small effects and smart stripes on these colorings. Domestic Turkey chintz at 10c yard in a 36-inch cloth is now shown for the first time. Deep tone red grounds with suitable quilting patterns have all the necessary color requirements and can be as fully guaranteed as any imported red.

* * *

New Drapery Cloths

In the house-furnishing or drapery section, Patricia drapery at 14c; bungalow drapery at 11c; and chateau cretonne at 12½c are new cloths suitable for Canadian trade. They come in two-tone, conventional floral and stripes for bedrooms, wall coverings, hangings and any of the numerous uses for which such materials are required. Lighter colors predominate.

Priestley's

FALL 1912



Fall Assortment of

Whipcords, Serges and Broadcloths

PRIESTLEY'S BLACK STOCK COMPLETE

GREENSHIELDS, LIMITED

MONTREAL

Sole Agents in Canada for Priestley's Dress Fabrics

"B.B." TORCHON

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REG° B MARK

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THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

An Exact Reproduction of Hand Made Lace

possessing the same exceptional qualities for appearance and durability

Manufactured of **Irish Linen,** *Silk, Wool, etc., by*

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Manufacturers of B. B. Torchons, Finest Quality Valenciennes and Novelty Laces

Represented in Canada by A. B. FISHER, 400 Empire Bldg., 64 Wellington St. W., Toronto

Urgent Needs

You will soon require some lines for your fancy goods and furnishing departments. Why not sort up now while the goods are obtainable?



Linen Goods

Drawn Linen Table Covers, Tray Cloths.
Baby Irish Doylies, Etc.
Battenburg Covers of all kinds.
Initial Handkerchiefs for Ladies or Gents.
Plain Linen Handkerchiefs.
Fancy Embroidered Handkerchiefs.

Silk Goods

Drapes, Ties, Motor Scarfs, Handkerchiefs, Mufflers, Cushion Tops, Etc.

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The Silks Company,
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RIBBONS

for your Immediate Wants

Wide Widths
Narrow Widths
Taffetas
Satins

Full Range of Colors

BEST VALUES

The Silks Company, Limited

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KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
210 St. James Street - - Montreal

LIDDELL'S GOLD MEDAL LINENS

The Sign of Quality

that has tabulated thousands of successful linen departments in both Europe and America for the last hundred years. It represents the first grade of grass bleached Irish linens on the market. It represents the height of linen superiority in design and quality.

You owe your department at least a thorough inspection of Liddell's Gold Medal.

R. H. COSBIE
IRISH LINEN AGENCY
30 WEST WELLINGTON STREET. TORONTO

SILKS *for* WEAVING, KNITTING & EMBROIDERY

J. MAYGROVE & CO., LTD.
MANUFACTURERS OF
Italian, China and Japan Trams, Organzines and Sewings, Tussahs, Floches, Flosses, Spuns, Twists.
Machine Sewing Silks,
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ARTIFICIAL SILK *for* WEAVING, KNITTING & EMBROIDERY

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager
Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.
DYED, FINISHED AND PUT UP
Also
FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED
MONTREAL TORONTO OTTAWA QUEBEC

Fancy Tickings

A unique difference is noted between the manufacturer's and merchant's demand in art tickings. The former wants fancies, and the retail trade take the old staple stripes and herringbones. Pillow cloth at 13½c is a fancy ticking for customers, pillows, mattresses, underskirts and kindred uses, which is made in over 50 designs of stripes, mostly tans and blues to sell over the counter. The trade have always had trouble to procure such a cloth previously, and will take up this new number.

Merchants have always asked for a napped finished cloth, not too soft, between a Canton, Ceylon, or flannelette,. suitable for night wear, pyjamas and under-garments. A new weight is quoted at 11½c yard by manufacturers to fill the demand, and the cloth is only appreciated by the feel.

* * *

New Blazer Wrapperettes

Three new qualities of blazer stripes to cost 10c, 11½c, and 12½c yard are being prepared for the coming season. These are made in a full range of stripes and have all the appearance of flannels both in finish and design.

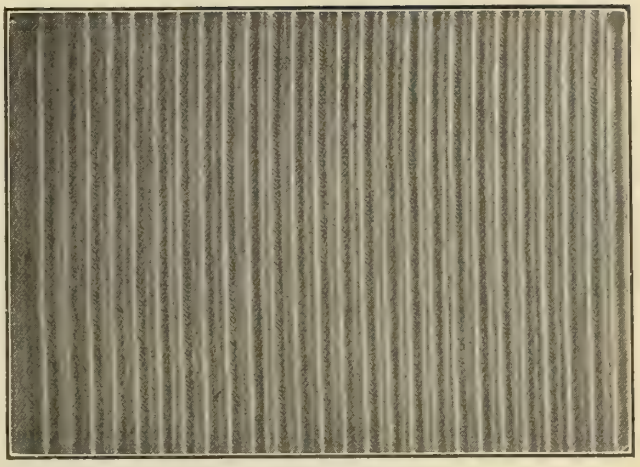
Monoplane flannels at 12½c yard for a 33-inch cloth have all the characteristics of woven flannels in feel, finish, designs and use. They are suitable for men's and women's wear, blouses, shirts, pyjamas and nightrobes and wash well, in flannel stripe patterns in line or fancy effects on white cream grounds with helio, blues, grays and black. Samples will be shown in time for delivery for Christmas business.

Look for Increased Yardage

Continued from page 26.

expectation, but all parts of the trade can help to create this demand by close study and suggestion of these styles. If next season is a fancy season and the trade take up the novelty end of afternoon, reception and evening requirements, with the enthusiasm which showings would warrant, dress goods business should show gratifying increase.

Style trend, development of cloths, colors, values and selling opportunities are often all matters of education. Meeting season tendencies and the advance of style as the season progresses do not suggest any untoward circumstances. The same confidence seems to be felt in all sections and as far as the dress goods trade are willing to commit themselves at this time, the feeling is that, with such ranges of novelty and necessarily high-class cloths, designs, weights and finishes, the dress goods section of the trade should make some money.



Cote de Cheval (horse's rib) novelty welt Bedford in plain shades. One of the advance fabrics for Spring. Courtesy McIntyre Son & Co., Montreal.

New Process for Marking Goods

A New York embroidery house has recently copyrighted a process for marking the yardage of goods on the piece. Results obtained by its use have been favorably commented on by retailers. Although details have not as yet been given out, the New York Times states that the process may be used for marking any kind of yard goods, would materially assist retailers in keeping down merchandising costs by stopping leakages due to carelessness on the part of employees in the disposal of this class of goods. It frequently happens, from all accounts, that of a 50-yard piece of merchandise sold over the retail counter two or more yards are lost to the dealer through careless measuring. This, of course, means a loss to the retailer approximating 4 per cent. on the whole piece. This loss often runs, it is said, as high as 8 or 10 per cent. Another source of frequent loss to the retailer that would be avoided by the adoption of the process is the buying of a bolt of goods that does not contain the full yardage indicated on the piece. It would also protect the manufacturer or wholesaler against unjust shortage claims on the part of the retailer. Another important feature commending the use of the process is the ability to determine at inventory time the number of yards remaining on a piece without having to actually measure it. The saving here in time and labor, and, consequently, expense, is obvious. According to statements made by a number of experienced dry goods men who have seen the sample results obtained by the use of the process, it is practical in every way.

King Bros., Wingham, will shortly occupy their new store. There will be two floors besides the basement. The new premises are much larger than their old store, which was destroyed by fire.

The advt. that carries conviction is the one that suggests the merchant's confidence in his goods

GOOD ADVERTISING

Importance of special occasions to the ad-man — Giving the advertisement a definite relative news value — "Half-minute talks" an interesting feature in Hudson's Bay advertisement — Educative style matter for the opening of the season — Suggestions for special Saturday page

WHENEVER an ad man sees an opporunity to connect up his advertising space with some local or general event, thereby giving it a feature that is almost certain to occasion a remark in the home, he should not let it slip away. Conventions, special meetings, aniversaries and other celebrations can be so dealt with by the ad man with original ideas that added interest is given to his space in the local newspaper. The idea is to make the advertisement as important and interesting a feature as the news columns, and to compel people to read it just as consistently. It is not necessary to detract from the goods by the adoption of such a plan, but rather to induce people to think of the store and the event in relation to each other.

An example is the 5-column advertisement of the Hudson's Bay store, Winnipeg. This appeared on the occasion of the Oddfellow's Convention in that city. The emblem of the Order was introduced in a special drawing, and as the number of delegates was very large, it was an opportune time to point out, besides welcoming the visitors, that the rest room was at their disposal, and that they could practically make the store their home. This is the kind of feature that not only appeals to visitors, but it also accords with the city's sense of hospitality and hence is good advertising. The advertisement has another excellent feature in the form of a "half-minute talk" column, in which customers' questions are answered, certain style points discussed, suggestions given as to treatment of room interiors and much information given. The advertisement has a definite news value and is of a class that is most widely read.

Conviction Behind This Advertisement

The full-page advertisement of the T. Eaton Co., Toronto, is along the same line as that of the Hudson's Bay Co. It informs the public in a most interesting way upon a seasonable subject, that of the latest vogue in accessories for the present season. An advertisement of this kind suggests authority behind the statement, and at the opening of a new season with the year's gift period also in view, this is important. It educates the people, and by illustrating goods actually in stock, creates confidence in


HUDSON'S BAY COMPANY

The Hudson's Bay Co.
extends the hand of
WELCOME
to the
I.O.O.F. AND FRIENDS

Interesting Prices for Housekeepers Day Monday

Novelties in Curtain Nets

How the Hudson's Bay Co. store, Winnipeg, welcomed the I.O.O.F. A column for half-minute talks gives the advt. additional interest.

style suggestions. That is the object which every merchant must have in view. Advertising should not be too much an enumeration of goods bought, but should deal with the conviction in the mind of the store's buyers that they are right, and should tell why they know they are right. That is salesmanship in advertising. The public must be educated to look to the advertisement for fundamental style information as well as for descriptions of values. There is a definite place for advertisements of the kind illustrated at certain periods of the year.

Typical Advt. for Saturday Shoppers

The full page advertisement of Herbert Snell, Ltd., Moosejaw, is intended for the Saturday shopper. It is bright, well balanced and may be regarded as typical, considering the purpose. It is suggested, however, that when a panel is inserted bearing the attractive heading "Here is information of very special interest to Saturday readers," information of that kind should follow immediately underneath the heading, instead of a series of general sentences as in this case. One or two special values


A Grand Opening

NEW STORE OPENS FOR BUSINESS

WE beg to announce to the Citizens of Nanaimo that our New Store will be open to the Public on Friday, Sept. 13th. We cordially invite all to attend. Come and inspect our Goods and Equipment. It is not necessary to purchase We purpose carrying a full range of Staple and Fancy Dry Goods, Millinery, Women's and Children's Ready-to-wear Garments, Gents Furnishings, Clothing, Boots and Shoes. Although our stock is not all to hand owing to slow delivery, yet shipments arrive daily

Remember the date, Friday, Sept. 13th.

Brumpton & Dempsey

Bate's Square · Nanaimo, B. C.

An opening announcement which is made attractive by white spacing and uniform type arrangement.

might have been described in this way. A Saturday advertisement is one in which value description necessarily predominates, and the advertisement writer must avoid a too general appearance.

An interesting heading in another panel is this: "As easy to keep men away from real estate as to keep women away from Snells." It is suggested that this statement might have been followed up with one after this order: "The only difference is that after investing your money at Snell's the speculative factor is immediately eliminated. You have every reason for the utmost confidence in your purchase."

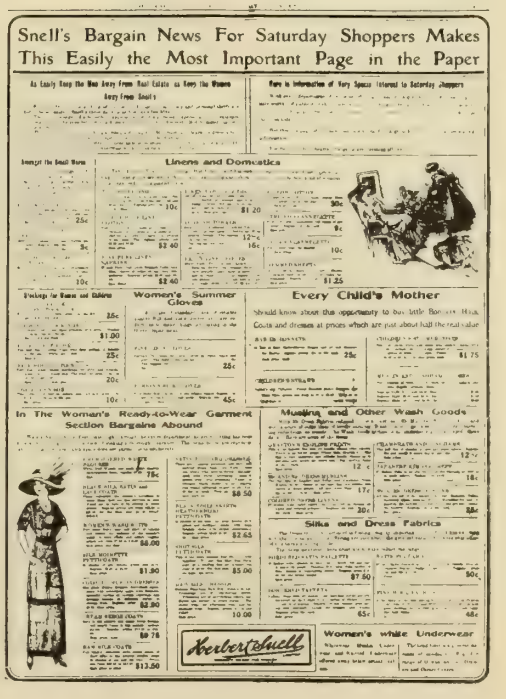
Agreeable Type Arrangement.

A half-page advertisement was used by Brumpton & Dempsey, Nanaimo, B.C., to announce the

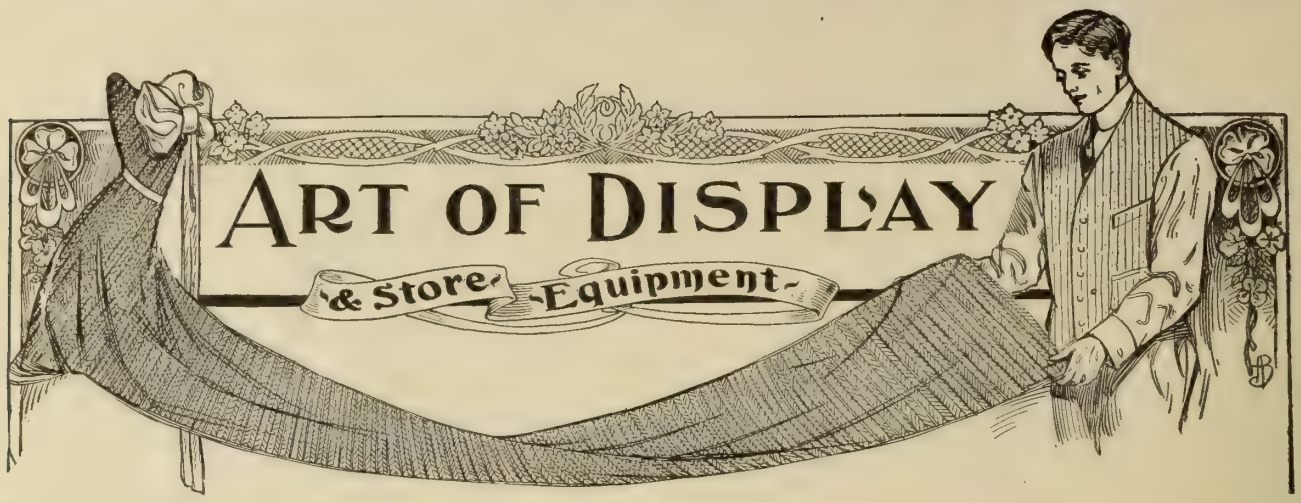


How T. Eaton Co., Toronto, introduce instructive style news in their advts. at the proper season.

opening of their new store. This advertisement is attractive for two reasons. The open spacing adopted immediately catches the eye in glancing hurriedly over the page, and once the eye is held, the type arrangement is agreeable.



Bright, well-balanced advt. of Herbert Snell, Ltd., Moose Jaw.



Ideas for Better Fancy Goods Season

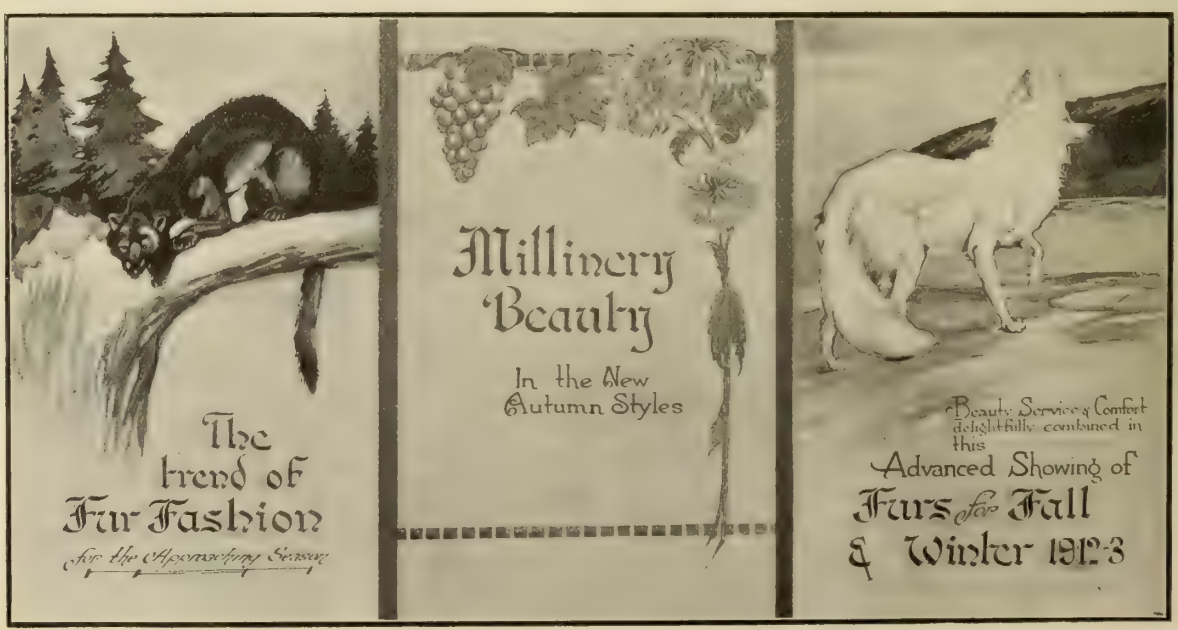
One firm carried out their decorations and advertising entirely in Japanese effect — Important that everything be uniform — Concentrate customers' minds on gift department — Separate showroom and distinct advertising necessary for best results.

By F. J. Thompson, with W. E. Maxwell, St. Thomas.

The coming holiday and fancy goods season will again keep window trimmers and managers busy devising new and attractive schemes that will bring business and also keep the name of the firm before the public as an up-to-date concern.

In considering this matter (which is of as much importance to those departments concerned as the Spring and Fall openings are to the dress goods, millinery and ready-to-wear departments), it is absolutely necessary to decide on a general scheme of decoration throughout those departments, also to have your advertising and selling methods to correspond.

The following Christmas opening was carried out by a prominent dry goods firm in London, England, commencing the 2nd week in November and right



Appropriate hand-painted display cards used by the T. Eaton Co., Toronto, for their Openings.

A Fact That Every Merchant Should Know

OUR FIXTURES ARE THE BEST, OUR PRICES ARE THE LOWEST. A TRIAL ORDER WILL CONVINCE YOU. SEND FOR OUR 1912 CATALOG.



No.100

Our No. 100 Handy Sign Holder, 2½, 4 and 6 inches high, $1.50 per dozen.



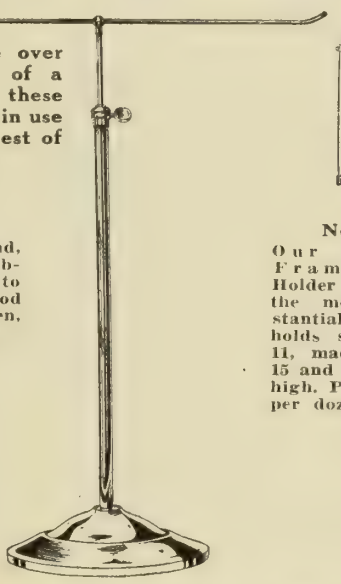
No. 106

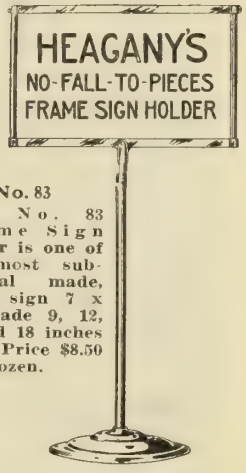
Our No. 106 Ideal Sign Holder, 8, 10 and 12 inches high, $2.25 per dozen.

There are over one-quarter of a million of these sign holders in use giving the best of satisfaction

No. 109

Our No. 109 Draping Stand, 7 inch base, ½ inch tubing, adjustable from 18 to 34 and 24 to 46 inches. Good values at $15.00 per dozen, our price is $12.50.





No. 83

Our No. 83 Frame Sign Holder is one of the most substantial made, holds sign 7 x 11, made 9, 12, 15 and 18 inches high. Price $8.50 per dozen.

Our fixtures are finished in nickel, gun metal, oxodize and brush brass. Every fixture is guaranteed to give perfect satisfaction.

THE D. J. HEAGANY MANUFACTURING CO.

Successors to D. J. Heagany — 557-559 W. JACKSON BLVD., CHICAGO



No. 5a

IF you have a dress-making or ready-to-wear department in connection with your store you have a positive need for



No. 25

HALL - BORCHERT

ADJUSTABLE AND NON-ADJUSTABLE

DRESS FORMS

They will increase your sales because you can show your goods to much better advantage. Write us to-day for particulars and prices.

WE WANT AGENTS

The Hall-Borchert Dress Form Co. of Canada, Limited

158 BAY STREET, TORONTO

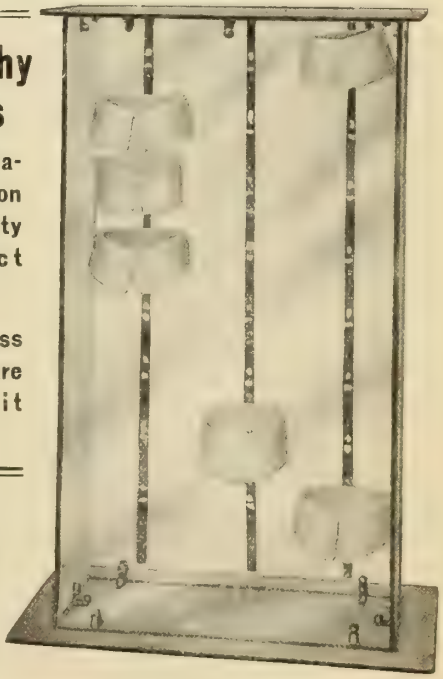
Handsome Fixtures Assist Sales

Clatworthy Fixtures

have a reputation founded on entire novelty and perfect quality.

All our glass collar cases are great profit makers.

If you are contemplating fitting up a new store, come and see us before placing your order. We can take care of all your needs.



Clatworthy & Son, Limited

"The Actual Manufacturers"

159-161 King Street West, TORONTO



A display of fancy work such as this is particularly effective at this time of year in introducing materials suitable for home-made gift articles, as well as illustrating some suggestions from the fancy goods section.

through to New Year's day. I hope the ideas will be of help to many firms in arranging an attractive and interesting display, and at the same time prove financially, a great success.

Although in England the Spring and Fall openings are not carried out on such an elaborate scale as in Canada, their Christmas displays and original openings for that season are well worth the attention of all concerned.

CARRIED OUT PAGODA SCHEME.

The scheme used by this firm was Japanese pagodas throughout the fancy departments as well as the windows. An exact imitation of a pagoda was made of bamboo in various thicknesses and nets were placed in the windows with straw tables and Japanese trays used for displaying the various goods.

Fancy linens in one window with china and other articles that were adapted for that display showed to advantage against such a background. Chrysanthemums were the only decoration used with Japanese lanterns which threw a soft warm glow over the whole window.

For the occasion a large showroom was utilized for a special gift department. This room was decorated by a series of pagodas round the outside and through the centre, each section being used exclusively for certain departments, such as fancy linens, handkerchiefs, fancy boxes, gloves, etc. The whole room was lighted by Japanese lanterns and decorated throughout with Chrysanthemums. All price tickets were of Japanese paper handkerchiefs printed. The advertising was entirely original, all circulars sent out by mail being in the form of printed Japanese handkerchief with a neatly worded invitation on one side and the other used for describing displays. The newspaper advertisements were also a reproduction of the same. With regard to selling methods every article was boxed, no matter what size the article.

EVERYTHING UNIFORM.

To make a real success one must make a very special effort and take as much trouble over the opening of this festive season as is done at any of the regular openings. Have everything uniform for one scheme carried out through the special section will be a greater attraction than a few decorations here and there over the store. It will repay any one to utilize some show-room not needed at that time of year and make a special effort for displaying every class of gifts in one room tastefully decorated. Commence about the middle of November and create an enthusiasm and impression that will last throughout the season.

A first-class opening will naturally draw a great crowd and incidentally your regular business will feel the benefit of these attractions, bringing you more business throughout the store.

Concluded on page 48



Are You Showing Your Goods To The Best Advantage?

The goods that represent large amounts of money require very special display, but are they getting it in your windows? The human figure and the human face, when imitated as closely as the Dale and Pearsall wax figures are, will show these goods to advantage. They add real life to the display and are to-day a necessity in window trimming and department displays, more than a luxury. They sell the goods which mean profits.

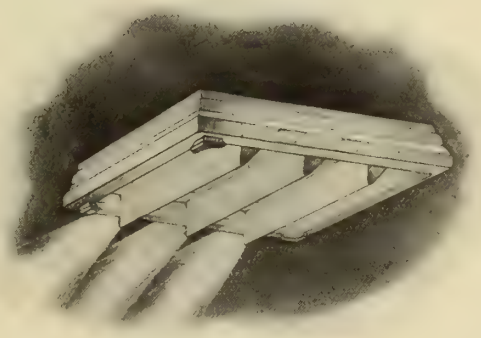
Write for particulars.

DALE & PEARSALL

106 Front Street East -:- TORONTO

Luxfer the Premier

Not only the first in the lighting field



but the first in lighting results

MODERN DAYLIGHTING METHOD

Of the many daylighting systems that have come and gone during the last few years, the Luxfer Prism has stood and still stands the premier of them all. It is not only scientific in construction, but practical, and is recognized in the construction of all modern buildings. The above illustration represents one of the skylight prisms. The installation of our fireproof skylight in your store will reduce your insurance premium 5%. It will flood your store with the brightest daylight.

Let us submit plans for your store lighting.

LUXFER PRISM COMPANY

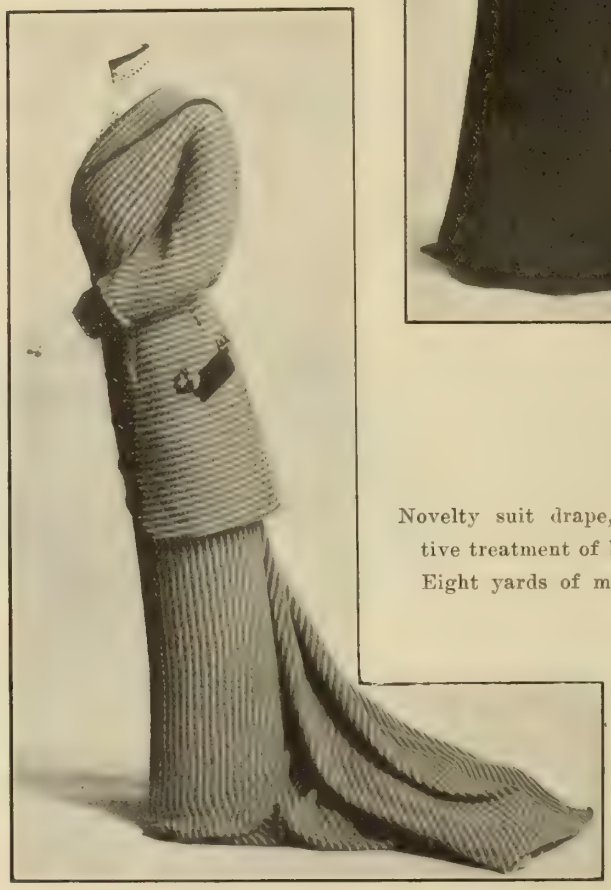
TORONTO - MONTREAL

Three Drapes Used by A. E. Apted for T. Eaton Co.'s Opening Display of Fabrics



Suit drape of black diagonal trimmed with white motifs and buttons with white centres, collar and pockets piped with cerise, and touch of same color is introduced at bottom of white silk panel in front; ordinary lace yoke; eight yards of material required.

Half-form drape of grey and white suiting, trimmed with buttons to match; cuffs and pockets finished with fur fabric. One suit length required for this drape.





Novelty suit drape, showing effective treatment of black and white. Eight yards of material required.



More Argument for Good Display Fixtures

You have often heard that "a man is known by the company he keeps." It is certainly human nature to judge by appearances, and if you show your beautiful new goods on old rusty, broken stands, can you blame the people for judging the goods by their associations. Goods displayed properly will sell, otherwise they are numbered among the stickers.
Think this over.

Shirt Waist Forms

68A—Detachable Velvet Belt, Square Base and Standard, each	$6.00
69B—Same, but Round Base and Standard	4.00
69BS—Same, with wide Velvet Belt	4.50
69A—Non-adjustable, Jersey Belt	3.50
69AX—Non-adjustable Stand	3.00

All oxidized Copper or Nickel finish and Black or White Jersey cover. Order by mail or wire. Anything in up-to-date forms, *including the new Pannier Drape.*

A. S. RICHARDSON CO.

Established 1890

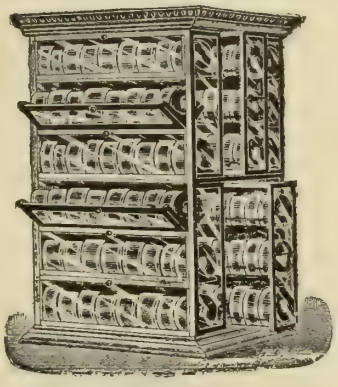
99 ONTARIO STREET, TORONTO

Profitable Display Demands Practical Fixtures



No. 2—Practical Ribbon Cabinet

Practical Ribbon Cabinets Made in Eight Sizes



No. 3—Practical Ribbon Cabinet

Holding From 50 to 700 Bolts of Ribbon

PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¼x38	325	23 00
5	28¾x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x42¾x43½	700	42 00

MADE OF OAK



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs hose.

Practical Hosiery Racks

Made of steel, nickel plated. ¶ Slip the stocking in the spring pair by pair. Place the spring in the frame at the top of the rack. ¶ A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.

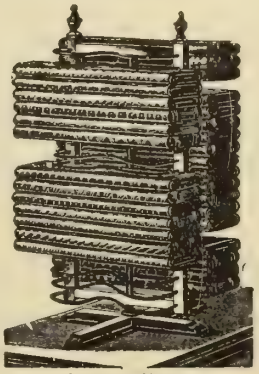
No. 1—34 inches high, 16 inches wide. Has four springs. Capacity 72 pairs hose, $5.75.

No. 2—34 inches high, 17 inches wide. Has eight springs. Capacity 120 pairs hose, $6.75.

Practical Piece Goods Fixtures

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds forty pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50.
Practical Floor Fixture, height 5 feet. Price, $7.50.



Counter Fixture.

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y. 2360



Fall opening window by A. W. Murdison, for R. H. Williams & Sons, Ltd., Regina. Panels in background are made in sections of 9 ft. frames. The frames are then gilded and chicken wire nailed on the back. Cheesecloth is then puffed into the wire. Sprays of grape vines are pinned to the cloth and around the frame, a panel of ⅛ inch baby ribbon is tacked. It presents, on the whole, a better effect at night. The frames in front are made on the same plan. The floor of the window was green velour. The entire 140 feet of display window was carried out in exactly the same manner. The cost of the display for the total 100 ft. front and 40 ft. side amounted to about $50, including white drapes made of sheeting (2 yards wide) at the rear.

Again by having everything in the gift line in one room, customers are more easily attended to and it will be found that they will spend more money and buy better class goods every time. They will themselves be enthused by the display, and they can never forget that they are there for gifts. That is an important thing to keep their thoughts on—gifts from the time they come until they depart with their numerous purchases.

One of the most important features must be the advertising. My one idea is to keep every newspaper advertisement for this particular section entirely separate from your regular advertising matter. The only way to keep your customers impressed with the thought that your display includes everything they need is to keep their minds from wandering from one paragraph of fancy linens for gifts to another paragraph advertising blankets or such like. Keep these things separate, in different advertisements. Take an extra space on a different page and keep it entirely throughout the season for your special gift department. That is what brings business, exclusiveness. Keep your advertisements well up-to-date with cuts adapted to the different sections in your display. Always have a good supply of fancy boxes, even if you have to charge for them. Fancy linens, handkerchiefs,, gloves, belts, etc., are worth more money to prospective buyers when neatly boxed.

EXPERIENCED CLERKS.

Another important item is to have experienced clerks who can advise customers of the right kind of gift and sell the best goods. They should be people of good education. It is a poor policy to fill your showroom with school girls who have no idea what they are selling or how to address a customer. It requires as much tact and enthusiasm to make a success of this fancy goods business as of ordinary goods, and it is well worth every attention and any special expenditure in making a showroom as attractive as possible, including music of some kind.

Should you have a showroom for the purpose, I would suggest the clerks wearing costumes which tone well with the decorations.

I do not think anyone can possibly make a mistake in this line if everything is taken in hand in a business like way and every effort used. It will prove a success in every way.

Port Arthur has a "Roaring Lion" store, the advertising for which is certainly suggestive of the name. Here are some extracts from a recent advertisement: "Rousing Exhibition Sale. Free for all. Take it in. Yours for bargains. Prize-winning screamers selected from the markets of the world." An advertisement of this kind 2½ inches deep was given a position across the top of the page.



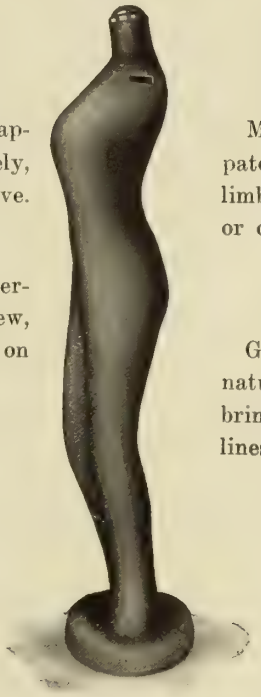
Have you a New Way Store?

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:

New York Grand Rapids Chicago
Boston Portland

FORM "DE MILO"



Latest of drapery forms, timely, radical exclusive.

Cut shows perfect side view, other views on application.

Write us.

Made with our patent foot and limb attachment, or on plain base.

Gives graceful, natural effect; brings out the lines perfectly.

J. R. PALMENBERG'S SONS
Established 1852
710 BROADWAY, NEW YORK

Boston Salesroom 30 Kingston St. 110 Bedford St. **Baltimore Salesroom,** 10 & 12 Hopkins Place



KRAMER

ALL STEEL BALING PRESS

THERE ARE NO WOODEN PARTS

The ideal Baler for waste paper, rags, straw, excelsior, etc.
Do not purchase a wooden baler when you can use one made of steel.
Greater Strength—Smaller Floor Space, Easier to Operate—More Economical than any other Press on the market.

OVER 2,000 SOLD IN ONE YEAR

TORONTO TYPE FOUNDRY COMPANY, LIMITED
TORONTO MONTREAL WINNIPEG CALGARY REGINA

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers

Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.



CATALOG FREE

The Gipe-Hazard Store Service Co., Ltd.

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 115 HOLBORN, LONDON E.C. ENG.

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - $3,570,000.000

Losses Paid Since Organization of the Company, over - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary





LOUIS BAMBERGER FELIX FULD

L. BAMBERGER & CO.

NEW JERSEY'S POPULAR DEPARTMENT STORE

NEWARK, NEW JERSEY

IN REPLY REFER TO

Sept. 5th, 1.

L Bamberger & Co.



LA

uses LAM

Bamberger's new st
monument to the e
enced, practical dry

Bamberger's spent
study of all Cash Sys
answer was Lamson

CENTRALIZED
of over thirty years
solutions of dry goo
problems.

It is the only system
actions—take, send,
and deposit—with e

Th

SE

MSON



amberger's New $2,000,000 Store
—one among sixty thousand—
SON CENTRALIZED STORE SERVICE

e in Newark, N. J., is a erprise of keen, experi- oods men.

onths in an exhaustive ns and the unmistakable CENTRALIZATION.

ish Service is the result study, experiments and s and department store

which handles all trans- harge, C.O.D. transfer al speed and accuracy.

It is the only system that CENTRALIZES, fixes and proves responsibility on individuals.

It is the only system which fully protects the salesclerk, customer and merchant alike by double and treble checking of every dime paid by customers.

Any wide-awake merchant who investigates, will quickly see the pitfalls, inefficiency and wide-open opportunities for leakages of the local cashier or cash till method.

Sixty thousand merchants use Lamson CENTRALIZED Store Service.

ASK YOUR NEIGHBOR.



Lamson Company, Boston, U. S. A.

Representatives in all principal cities.



RVICE



House Furnishings

New interior treatments contain many important suggestions looking to the enlarged scope of house-furnishings departments.

Important that the department devote special attention to accessories Vogue of chintzes, cretonnes, art ticking, etc., has brought with it the demand for furniture slips—Some stores have separate staff engaged on this work

AT this season of the year the merchant who has given any attention to the development of a housefurnishing department should not overlook the importance of so-called accessory lines such as are always in demand to give a finishing touch to a pretty room. Thus there are boudoir, dress or utility boxes, many of which are used also as settees, chairs or benches and covered with chintz or cretonne, fit appropriately into a bay or corner of the room that would otherwise have to go vacant.

FURNITURE COVERINGS.

The department that has a variety of these boxes will find that they are not only easy to sell, but also help other lines. While some are finished in reed, rattan or matting effect, others are in fancy woods, such as red cedar, while the great majority are plain, covered with a slip of fabric in a color or design to match the general scheme of the bedroom. It is the latter variety that suggests a line of work that promises profit to the department manager enterprising enough to take it up. Not only for boudoir boxes, but also for furniture coverings, the chintzes, cretonnes and shadow cloths featured in the upholstery departments to-day are being extensively used. It is a feature which the department should be able to handle.

SPECIAL STAFF ON SLIPS.

It is impossible to overlook the fact that large stores are giving considerable attention to the making-up of furniture slips. A recent advt. by a Toronto store contained the following significant information: "In proof of the wide demand for these

NEW LINES IN THE DRAPERY SECTION



Reading from left: 1, Patricia drapery; 2, Chateau cretonne; 3, Bungalow drapery. Two-tone and fancy drapery fabrics in Spring ranges. Courtesy Dominion Textile Co., Montreal.

IT HAS BEEN SAID

"A PROPHET IS NOT WITHOUT HONOR, SAVE IN HIS OWN COUNTRY"—YET, IF OUR SALES—THROUGH FORTY-SIX TRAVELLERS SHOW CANADA'S APPRECIATION OF THOUGHTFUL, ARTISTIC PROVISION AND FINISHED PRODUCT IN

WALL PAPER

THEN WE ALMOST QUESTION THE QUOTATION. :: ::

ON THE OTHER HAND OUR EXPORT BUSINESS TO THE UNITED STATES, AUSTRALASIA, ETC., HAS INCREASED FOUR FOLD, THERE MUST BE A REASON. WHEN OUR MAN CALLS, JUST COMPARE THE CLASS OF DESIGN, FINE COLORING AND PRINTING WITH ANYTHING YOU HAVE SEEN. :: :: :: :: ::

THE WATSON-FOSTER CO.
LIMITED

MONTREAL

furniture slips, there has lately been opened up a special department devoted to the making of all manner of loose covers for chairs, sofas, divans and utility boxes. A staff of workmen, expert in this particular branch of upholstering has been secured and appliances installed. A point worthy of mention is the fact that the covers are cut and fitted in your own house, obviating the sending away or the making of the covers—so often a considerable inconvenience in conection with a room which is in general use."

One skilled man in the employ of the average store could probably look after the orders, cut the patterns and direct the making up room generally. Certainly, the fabrics in vogue at present point to the development of this idea in home furnishings.

* * *

Brighter Colorings

Colorings are now breaking away from the solidity of tone which has prevailed for the last few years. A glance through the new cretonnes, chintzes and shadow cloths shows a tendency to brightness. "The brighter the color the better it sells," was the remark of a salesman, but he pointed out that in very few cases was the coloring overdone. There are many small neat patterns in the new cloths and shades of tan, green and rose are used in agreeable combinations. Tapestry effects are a prominent feature, and in many of the patterns the panelings are such that they may be easily cut out and applied as borders to pointe d'esprit or other nets so greatly favored for the bedroom windows. Nothing works out quite so efficiently for an interior as curtains appliqued to harmonize with the side drapery and valances. The latter are, by the way, almost always square in style with box pleating.

A GENERAL VOGUE.

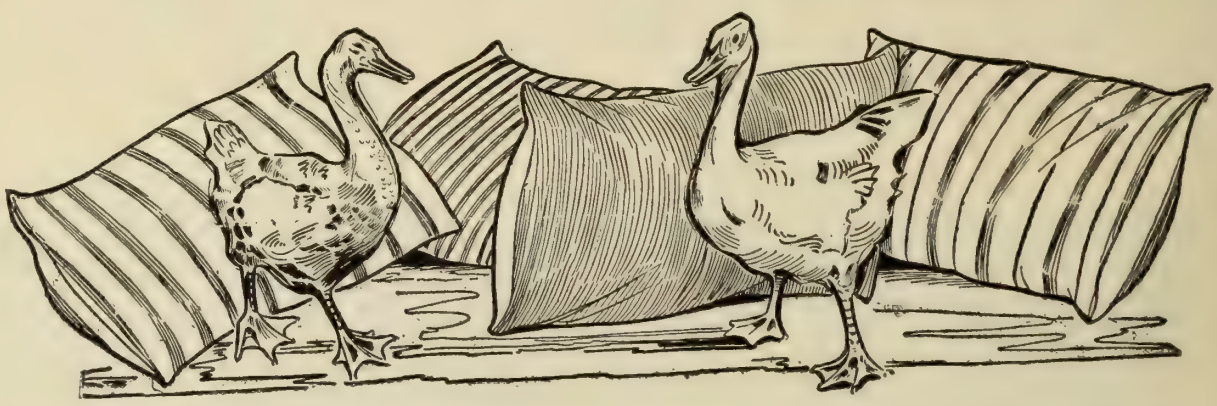
Among the latest cretonne patterns are many that suggest the higher class French weaves at very reasonable prices. In fact, one range noted had exceptionally fine assortment of patterns ranging from 9 to 25 cents the yard. The merchant will immediately see that the vogue is not confined to any particular class of trade, but is one that all classes can patronize without sacrificing the selling power of exclusiveness.

* * *

Dining Room Treatment

For dining rooms ,the heavier piece goods are now in demand, and a very acceptable feature is the clever application of borders. In some cases the applique is the cut out floral panel from a chintz or cretonne, edged with fancy stitching. Thus, a plain Egyptian cloth would have a three-inch border in bright but neat colorings, applied as a sufficient relieving touch. Novelty and bungalow nets are favored for use with over-drapes of this kind. A similar treatment is followed for the living room, the effect being a trifle lighter if anything.

Pillows and Comforters



A guarantee of absolute reliability with everything we send out. Never any skimping of quality for the sake of a cheaper price. All our goods are precisely as represented, and the market has nothing better to offer in the lines that we manufacture.

Toronto Feather and Down Co., Limited

"Where the Reliable Goods Come From"

35 BRITAIN STREET - - TORONTO

Montreal Agents—J. F. Hughes & Co., Merchants Bank Building, Montreal, Quebec

Best Display Racks

MADE TO YOUR SPECIAL REQUIREMENTS



Rug Department of John Wanamaker, Philadelphia, Pa., in which four large "Best" Rug Display Racks are used exclusively.

Such terms as these speak for themselves:

"We would not be without it for three times the money it has cost us."
Penn Furniture Co.,
Philadelphia, Pa.

"This rack has given us every possible amount of satisfaction, and we are positive it has increased the sale of our rugs at least from 75% to 100%."
Minch & Eisenbery,
Baltimore, Md.

"To any one without one of these racks, we can only suggest that they try one, and feel confident they will find them a paying investment."
Henry Morgan & Co., Ltd.,
Montreal, Que.

We could give you hundreds of such testimonials of the popularity of Best Rug Racks, but your time is limited, as well as our space.

Ask for Illustrated Catalogues—They're Guides to Increased Rug Sales

JOHN H. BEST

235 South Exchange Street
Galva, Illinois

Also Builders of Linoleum, Comfort, Blanket, Lace Curtain, Drapery and Portiere Display Racks.

"Goods Well Displayed Are Half Sold"



Shakespeare says:
"What's in a name."

The name of "STAUNTON" in connection with Wall Papers stands for:—

"Quick Sales,"
"Large Profits" and
"Complete Satisfaction"

for the dealers.

Have you seen our new samples for 1913? If not, send us a card.

STAUNTONS Limited

Wall Paper Manufacturers

941 Yonge St., - - TORONTO

Orientals on Consignment

Methods being adopted to meet outside competition and overcome necessity of large investment — Would display reproductions also.

Methods being adopted to meet outside competition and overcome necessity of large investment. Would display reproductions also.

During the past month not a few merchants have been making elaborate displays of Oriental rugs, mostly on consignment. This is one way of getting around the necessity for investment in an assortment for permanent stock that would be too expensive. Some departments have displayed from $30,000 to $40,000 worth of Orientals, and large sales have been made to patrons who could afford fancy prices. Where such displays are made the local merchant has for the time being the pleasure of knowing that his assortment compares favorably with that shown by large city departments, and he feels justified in advising special lists of customers of the importance of the event.

One thing that should be guarded against in connection with consignment displays, of course, is the problem of delayed delivery. When a customer pays a handsome price for a rug, if it cannot be delivered to him forthwith, the date set should not be so far distant that the customer might be inclined to recall his decision or otherwise protest. This is a point on which wholesalers and dealers should understand each other thoroughly.

As in selling furs by consignment, an elaborate, expensive display is valueless unless it has behind it clever salesmanship, effective advertising and the conviction of merit. If the event falls short of any of these, the benefit to the store is negligible.

The development of the consignment idea in handling genuine Orientals has had its suggestion to houses featuring fine reproductions. The market contains some notable assortments of these lines. Famous rug patterns have been faithfully reproduced and historic interest is one of the strong points used by salesmen. Department buyers have not been slow to appreciate this idea, and the result is seen in the volume of sales made.

In discussing the consignment method, the representative of one manufacturer spoke of the possibility of putting on displays of Oriental reproductions which should arouse interest by reason of the origin of the design as well as quality. Many rugs from which reproductions have been made are worth large sums and are only to be found in private hands.



Oriental Rugs

TO THE TRADE

The increasing demand and public education for genuine Oriental Rugs makes it almost necessary now for every housefurnishing, carpet and dry goods store to carry a stock of them. The fine new residences being built in all parts of Canada require fine Oriental Rugs, and if the dealers do not carry them the customers are sure to go to other larger cities to get them.

I always have a very large and complete stock of all sorts of genuine Oriental Rugs from

SMYRNA—PERSIA—CAUCASSIA
EAST INDIA AND TURKEY

For immediate delivery and import orders are taken now for fall delivery.

My 16 years' experience in Canada, as well as my exceptional buying facilities in the Eastern markets, enables me to offer the finest productions of Oriental hand-looms at the lowest wholesale prices. **Mail orders always given my personal attention.**

Levon Babayan

Wholesale only

77 Bay Street, Toronto, Ont.

Constantinople, Smyrna, Tiflis, London

To Find Cost of Papering

A manufacturer gives the following method for finding cost of papering a room:—

"Cut a stick of a length equal to the width of the wall paper when trimmed. With this stick mark off around the walls the number of widths required. Then measure upward the number of feet and inches required for each length of paper, between baseboard and cornice or ceiling, or frieze if used.

Multiply the number of widths by this, and it will give the total number of running yards of paper that you will require.

Now, since all Canadian and American papers (except ingrains) are eighteen inches wide by eight yards long, you next divide the total number of yards required, by eight. This will give you, approximately, the number of rolls required.

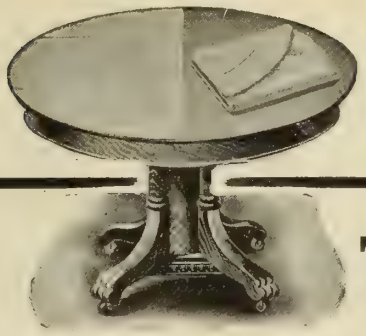
Multiply this by the price per roll, and you will find the cost of enough wall paper for the room measured.

Add to this an average of fifteen cents per roll for paper-hangers' work, including paste, and you will arrive at the total cost of papering the room.

By measuring over the windows and doors just as if you intended papering them you will get an average excess which will cover waste in the matching of patterns, and useless ends.

Of course the size of the pattern has much to do with the excess quantity required.

A large pattern often cuts to great waste and, on this account, no general system of measurement can be absolutely accurate."



J-M ASBESTOS TABLE COVERS

Will Bring You Many Extra Dollars

"Easy Money"—that's what lots of dealers are calling J-M Asbestos Table Covers and Luncheon Pads. You see these goods almost sell themselves the minute a woman catches sight of them.

And every woman who gets one tells her friends and neighbors—"afternoon-tea" salesmanship that keeps up a steady demand.

No need for your salespeople to spend much of their time in making the sales.

Then you can carry an assortment that will meet all demands of your trade without tying up much money—for our branch right near you can replenish your stock without delay.

And the J-M Line of Asbestos Table Covers and Pads is so complete that you can select a line to suit all tastes and pocketbooks—you'll never have to say, "Sorry, Madam, but we haven't got just what you want." You'll never have to lose any sales.

And because we get our Asbestos from our own mines (the largest in the world) and because of our long experience (we've been manufacturing Asbestos Goods for more than half a century) and unequaled facilities, we can quote you prices that will enable you to undersell all competitors (give better quality for less money) and still make a greater profit than they.

Write nearest branch for booklet and our special proposition.

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

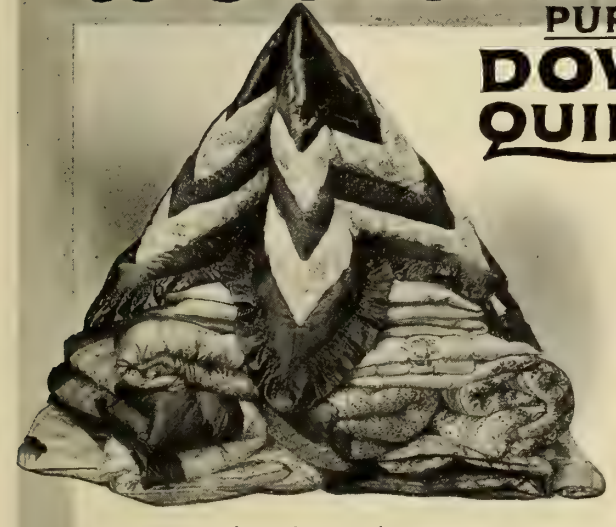
Manufacturers of Asbestos and Magnesia Products — ASBESTOS — Asbestos Roofings, Packings Electrical Supplies, Etc.

TORONTO MONTREAL WINNIPEG VANCOUVER

1346

"Woollvena" always on top.

PURE DOWN QUILTS



There is no denying that satisfied customers make successful business. You get a satisfied customer every time you sell a "Woollvena" Pure Down Quilt. It is so easy to point out the merits of the "Woollvena" quilts over all other makes. Guaranteed filled with pure feather down and thoroughly ventilated, they give the MAXIMUM of WARMTH, with the MINIMUM of WEIGHT.

For Coverings you have the choice of several hundred different designs in pretty and artistic effects. Novelties and styles never before attempted are designed by our own artists in accordance with "Woollvena" ideas, making every "Woollvena" Pure Down Quilt a work of art

You are sure to come out On Top if you stock "Woollvena" PURE Down Quilts.

RUSSELL and WOOLLVEN
28/30 Christopher St Finsbury. E.C.

Agent for Canada : Mr. Fraser, 232 Central Avenue, London, Ont.



Hosiery placing trend in the merchant's interest to broaden hosiery demand First orders are staple on black, tan and white silks and lisles — Buying changes and influences.

HOSIERY samples for Spring placing have been on the road since Sept. 1st. Some ranges are being increased with later numbers, values or stock lines. Completed ranges give a fairly accurate idea of style trend and market conditions.

Wholesalers are not willing to commit themselves by advising novelties for the general trade. First indications do not point to any developments. No special trend or sales on any novelty, which would give advantage in certain localities or exclusive control in any range, are as yet noted.

Broadening the merchandise scope of departments seems to be more important than any other feature at the present time. Something outside of the season's run must be considered in the interests of larger profits and distributed turnover. Conditions, though novel, are staple enough and may ensure greater profits for the larger distributing houses, because of volume. The advance in manufacture, finish, color, shape, and qualities of domestic hosiery and the demand for silks, filled both by home and U. S. mills, with more confined volume of turnover leading to a disposition to undersell small houses, has shut out smaller accounts.

Manufacturing conditions to-day are practically three-cornered, with markets and styles favoring two countries. This is evident in changes in the buying situation during the past year and demand has created a different source of supply.

* * *

Increase in Silks

First orders show remarkable increases in silks, black, tan and white. One wholesaler anticipates orders in this proportion:—70 per cent. blacks, 20 per cent. tans, and 10 per cent. white. Prices of all-silk hosiery start this season at $4.50 dozen with thread silks from $9 to $36; silk boots, $4.50 up to $12; silks with lisle sole and garter top $6 to $18 dozen in splendid qualities. Self-embroidered clocks in neat designs are quoted up to $18. Fine gauze lisles are in equal request.

Seamless hosiery is wanted because of the weight and gauzy open designs, favored by prevailing styles. This is specified by buyers on all better priced numbers and has an important bearing on wholesale conditions. For the above and several other reasons, German mills do not now compete as well as they might. First, the output of lower qualities is oversold and higher prices can be had on greater contracts in European cities. Results so far have shown in numbers which the trade are running on, that when an advance style or quality is prepared to meet conditions on this market, the trade is not ready or a style trend does not materialize until later and mills are sold up. If first orders on placing ranges suggest larger quantities, confidence is not sufficient to warrant sufficient volumes. When scarce goods are wanted import buyers have either to take what mills are able to deliver or shipments cannot be made in reasonable time.

* * *

For Exclusive Trade

Fancies for evening wear and high class exclusive trade are confined to import samples. While this trade is limited, general vogue for silks has increased the turnover or demand for high novelties. Styles shown are first quality thread silks, fine gauze, silk-boot silks and lisles, from self-embroidered designs in neat small patterns to elaborate line and shadow pattern gauze silks. Evening shades show extremes in tans, shading from champagne, Pongee to mid-tan, grays in light taupe and metal, blues from palest sky to Copenhagen, navy, pinks from shell to deep rose, cream to Canary yellows, a few mauve and purple, white and black or black and white.

Seamless hosiery and present day demand and competition have helped to place domestic hosiery more prominently in position. United States mills have benefited by silk lines, which on account of

"Monarch Knit"

Full Fashioned

SWEATER COAT

For Immediate Delivery

No. M. 53. Made in colors—White, Maroon, Navy, Fawn, Grey, Slate, Khaki, and Scarlet. Sizes 36, 38, 40 and 42.

This line being full fashioned and mannish sells very readily as a ladies' coat.



M53

Write for Sample

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

Little Darling



MR. HOSIERY DEALER,

Here are two conditions,
Merchant, think the better ?
stantly the demand for Little
day more mothers are asking

Keep your stock well as
locality for your store.

A moment of the clerk's time, a sale and a satisfied customer.

"Certainly, Madam, we always carry a full range of sizes and colors in the Little Darling and Little Daisy. What colors and size do you wish, Madam ?

COMPARISONS ARE ODIOUS—BUT MIGHTY INSTRU
GENUINE LITTLE DARLING

THE CHIPMAN-HOLTON

MANUFACTURERS OF
SUNSHINE HOSIERY
REGISTERED.

& Little Daisy

study them. Which do you as an up-to-date
Which exists in your hosiery department? Con-
Darling and Little Daisy is increasing. Every
for these brands.

sorted, and make sure of this business in your

Or many minutes of the clerk's time and ?

"Well-er- we have Little Boomerang Brand. We think it is just as good as Little Darling or Little Daisy. It is all wool. O yes, comes in colors same as Little Darling and Little Daisy. O yes, we are assured the colors are fast. We expect to sell a great many. We do not think you can make any mistake in buying this brand. Price is just the same, etc,, etc., etc."

CTIVE. YOUR WHOLESALE HOUSE CARRIES THE
AND LITTLE DAISY HOSIERY

KNITTING CO., LIMITED

MILLS: HAMILTON ONT.
WELLAND, ONT.

HEAD OFFICE: HAMILTON, ONT

Sole Selling Agents: E. H. WALSH & CO., Head Office, Manchester Bldg., Toronto

Branch Offices:
Hammond Block, Winnipeg
Coristine Building, Montreal

Resident Agents:
Vancouver, B.C.
St. John, N.B.



Knitted novelty for the Christmas trade. A motor hood with detachable scarf. Shown by Seward Bros., Montreal.

early prices and values have caused buyers to look to that market. Generally, therefore, Spring orders show a fair share of the business going to German mills, gauze and fine lisles, a larger proportion of placing on silks to U. S. mills with Canadian mills overtaxed to handle both, except for the limited demand of high novelty silks.

Therefore, distributors are not anxious for any new developments to increase their showings or stock sets. Of course, new samples are forwarded and these represent three factors, namely, the predictd run on white and black increased demand for novelty and staple laces, and a development in colors brought about by plaited or ingrain shot effects to match the season's fabrics.

A fair sprinkling of sample novelties in all three are shown with early conditions in favor of white and black and laces, such as did well this past season in June and July. Spring samples include some good numbers at $2.25 and $4.50.

If, as predicted, lace hosiery is in greater demand, markets will be divided again. There are two reasons to support the contention, namely delivery shortage on silks and styles. Under these conditions smaller buyers will be enabled to get special quantities or values to pay a fair profit just as some prices and styles are suitable for departmental stores, but not for general trade.

* * *

Effects of Colors

For the same reasons a return to colors will tend to increase hosiery section showings and sales. From present reports, nobody wants colored hosiery and considering the drop during the last two seasons, merchants are not inclined to admit there is a chance of any return for the next two years.

However, most showings have sample shots, line and ingrains in a few colorings, such as gold, tans, mauve, blues, grays, black and white or black with some contrasting colors. Prices run from $6 dozen, in fine lisles to $24 a dozen in thread silks. Novelty self-clocked, embroidered and laces are sampled. Buyers are being left to tone up stocks or leave these novelties alone and no one is pushing this feature.

* * *

Novelty Shot Hosiery

Other influences are suggestive. Sooner or later newer lines will be shown in lesser prices and qualities placing shot effects on a trade merchandising basis. The indications of high novelties in dress goods samples would hint at a vogue for novelty shot hosiery sufficient to place it on a par with colors, as they were. In men's furnishing sections this class of hosiery has had a splendid run at $2.25 and $4.50 prices, which would favor ladies' hosiery along similar lines. If black and white and white and black are features in the interim, colored hosiery should return in due time stronger than ever.

One of the most marked changes at wholesale as well as retail is the extension of price ranges and qualities carried in stock for immediate supply. While this is due mainly to the vogue for silks and the demand for better goods in general, results are especially gratifying to the trade. In placing ranges, qualities are carried up to $60 dozen and more attention is given to special orders of buyers in considering the placing of ranges and booking their orders in as far as they are confident of the demand.

The Arcade, Limited, departmental store, Hamilton, are offering $140,000 worth of stock. It is stated that the turnover of the store for the present year will exceed $350,000, and the net earnings from February 1st to August 1st, this year, are reported by auditors to have been $8,266.19. It is proposed to build another storey to the Hamilton store and to add a furniture department. Several other branch stores will also be opened. The business is paying a dividend of eight per cent. and the stock is being offered at par, $5 a share. J. P. Whelan is manager of the company.

IF·IT'S·KNIT·GOODS Refer To Us

We are representing the following manufacturers:

J. L. GIBSON & CO.,
DUMFRIES, SCOTLAND.

(Scotch Seamless Woollen Gloves.)

Scotch seamless woollen gloves are now much in demand, and our 1913 range is sure to interest you.

WILLIAM LOCKIE & CO.,
HAWICK, SCOTLAND.

(Knitted Woollen Waistcoats, Caps, Hand-knitted Sweater Coats, etc.)

These knitted waistcoats are now in strong demand, and are becoming a staple line. The new samples are very attractive.

JOHN CURRIE SONS & CO.,
STEWARTON, SCOTLAND.

(Knitted Woollen Caps, Motor Scarves, etc.)

The double-crown Aviation Cap, manufactured by this house, is sure to be a popular seller. Knitted Caps of all kinds for winter wear.

Every order was delivered by us on time last season. We have enlarged our plant to enable us to cope with our rapidly increasing trade in the Dominion.

H. W. PLANT & CO.,
LEICESTER, ENGLAND.

(Knitted Woollen Caps, Silk and Woollen Motor Scarves, Waistcoats, Sweater Coats, Cardigan Jackets, etc.)

Leicester-made Sweaters are recognized as the leaders in their field. The styles are specially adapted for the Canadian trade. Makers of the popular Hood Muffler.

OUR 1913 RANGE OF KNITTED GOODS IS NOW READY AND WE SHALL BE HAPPY TO SEND SAMPLES ON REQUEST TO WHOLESALE HOUSES.

SEWARD BROTHERS

Sole Canadian agents to the wholesale only

251 St. James St., :-: Montreal, Que.

Phone Main 4179

Fits–that's a good word

WEARS—IS ANOTHER FOR THEY DESCRIBE "RADIUM" HOSIERY

and in describing it, feature qualifications which are seldom found combined in any one line at a moderate price.

"Radium" hosiery have made good with the male population of Canada, especially the men who appreciate value and are particular about appearance.

If you're getting a good hosiery trade, try "Radium" and get better.

PERRIN FRERES & CIE.

28 Victoria Square, - MONTREAL

The Hose For The Children



For years Dominion Brand stockings have been giving satisfaction to both children and parents.

The Children like to wear

Dominion Brand Hosiery

because they are comfortable, and the Mother buys them because they give the best service.

Make yours the "Children's Hosiery Store" by carrying Dominion Brand.

The Children's trade means the mother's and father's, too.

Write for samples of our Hosiery, Sweater Coats, and Toques.

Write to-day.

A. BURRITT & COMPANY

DOMINION MILLS

MITCHELL -:- -:- ONTARIO

Health Brand Underwear

We have a complete stock of all lines of Fall weight underwear, Women's and Children's Vests, Drawers and Combinations, and Infants' Vests and Bands.

All styles, all weights—just the stock for your sorting order.

If you are not handling Health Brand, please see our samples, which are now on the road with our salesmen.

GREENSHIELDS Limited

MONTREAL

Pen-Angle Sweater Coats

Pen Angle
WARRANTED HIGH GRADE
PENMAN'S
CANADA
TRADE MARK

Good Sales

The Pen-Angle line of Sweater Coats for 1912 is far superior (in real selling quality) to any line we have ever shown. It is so comprehensive, so up-to-date that YOU, Mr. Merchant, would do well to consider its trade-bringing possibilities very carefully.

This new line is designed especially to please YOUR customers—those who want something better than the ordinary. It shows many new attractions in designs, color combinations and styles for every occasion.

Stock this line! It will mean "good sales" for YOU, and "solid satisfaction" to your customers.



PENMANS LIMITED

PARIS, CANADA

Hosiery, Sweaters, Underwear

Hosiery That's Right

"Italian Silk"

"Eclipse Rib"

"Gauze Silk"

"Excelsior"

"Paragon"

—because your customers know that **THE WEAR IS THERE** and appreciate the fact that there is genuine satisfaction in every stitch from top to toe. : : : :

Your Wholesaler Can Supply You.

Thomson Knitting Co., Manufacturers, **London, Ont.**

SELLING AGENTS:—

W. R. Begg, 20 Wellington Street West, Toronto, Ontario; Stuart M. Campbell, 400 Hammond Building, Winnipeg, Manitoba; A. R. McFarlane, 506 Mercantile Building, Vancouver, B.C.

SCOTCH SEAMLESS WOOLLEN GLOVES

We are this Season showing a very extensive range of Seamless Knitted Woollen Gloves. These are fast becoming "the Winter Glove," and it behooves all Store Keepers to take advantage of the demand. They are to be had plain, leather bound and domed, and in mitts and gauntlets. Ask your wholesaler for, and insist upon getting, real Scotch Seamless Gloves.

J. L. GIBSON & CO., DUMFRIES SCOTLAND

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 ST. James Street
MONTREAL, - QUE.

KNITTED WOOLLEN GLOVES **PHONE MAIN 4179**

ST. GEORGE BRAND

The Underwear That Promotes Sales

If your trade requires good underwear, give it to them, but be sure it is good, and to be sure, supply an underwear with a reputation that hasn't a flaw in it.

In other words, supply "St. George" Underwear to your most particular Men's trade and you will be sure of return custom. "St. George" 1913 lines are at your service.

It will pay you to stock them. Write to-day for samples of "Woolnap" unshrinkable.



The Underwear That Satisfies Men

and men very often are quite as hard to please as the feminine sex, and when they are hard to suit you will find they have a weakness for "St. George" Underwear.

"Woolnap" unshrinkable satisfies men who are most particular and careful in their choice of underwear.

If your stock is broken let us fill up your sizes and prove the merit of this underwear.

THE WOOLNAP TRADE MARK

UNSHRINKABLE

This is Underwear Insurance

SCHOFIELD WOOLEN CO., LTD.

Oshawa

THE JAY FINISH TRADE MARK UNSHRINKABLE

JAY

UNSHRINKABLE WOOL UNDERWEAR

Every garment bearing this mark is guaranteed to be satisfactory in every respect. Your customers will find JAY Underwear more comfortable and durable than any other woollen underwear—Write for price list to the Wholesale Agents: —I. & R. Morley, G. Brettle & Co., London, Eng.

Made in ENGLAND

JAEGER PURE WOOL



Special Attention

is invited to a new shirting which we are now introducing for the Spring trade. This we have named

WOOL ZEPHYR



Prices as follows:

Men's Shirts and Ladies' Shirt Waists at $3.25
With Collar, 50c extra

Men's White Vests and Trunk Drawers at $3.75 Suit

Men's White Combinations at - $3.00

Our travellers are showing this quality in 24 new designs.
See the range before placing orders elsewhere.

Patterns can be had on application to

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Head Office and Warehouse **52 Victoria Square, Montreal**

Where Reliability Is Paramount!

The outstanding feature about

MOODIES' Hygeian TRADE MARK UNDERWEAR

as well as OUR SERVICE is that they are both RELIABLE

The QUALITY is always fully maintained and OUR SERVICE is equally as dependable in every respect. We assure you, Mr. Merchant, that we shall ever do our utmost to enable your Jobber to Serve you with efficiency and promptness.

There are many other important features shown in

OUR RANGE OF SAMPLES FOR SPRING, 1913

so again we suggest

THAT YOU SEE THEM.

ASK YOUR JOBBER FOR VANTA VEST

THE EAGLE KNITTING CO., Limited

Controlled by J. R. MOODIE & SONS, Ltd.

Hamilton - - - Canada

FRANK M. BARNARD, Sole Selling Agent - - Toronto, Montreal, St. John, N.B.

ASK YOUR JOBBER FOR VANTA VESTS, FOR INFANTS AND CHILDREN

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

"King Quality" The HOSIERY HOUSE of Canada "Queen Quality"

Our travelers are now on the road for Spring 1913 with—KING QUALITY MEN'S HALF HOSE and QUEEN QUALITY HOSIERY & GLOVES for women and children.

The lines throughout are most interesting and it will pay you to wait for our representative.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.



LADIES' UNDERWEAR
FOR FALL 1912

Our samples for 1912 are now in the hands of our travellers and we beg to call your attention to our new Combinations in the well-known brands,

Zenith BRAND — Crescent BRAND REGISTERED — "Velva" BRAND

The Mode of Manufacture of these Combinations has been registered.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents.

RICHARD L. BAKER & CO., 100 Wellington St. W., Toronto, Ont.

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

NOW IS THE TIME

for you, Mr. Merchant, to sell your Fall and Winter Underwear.

Your customers that bought CEETEE UNDERWEAR from you last year will come in and buy this year again without any effort on your part.

Then, many new customers will be brought to your store by our strong advertising.

They will come in for you to show them CEETEE UNDERWEAR.

It is up to you to make the sale. If you endorse our statements made in the advertising, which you *know* to be absolutely true, the sale will be made every time, and you will have conferred a favor and good service on your customer.

Our large advertising campaign, costing thousands of dollars, is now in full swing.

We make the best goods and have told, and are telling, the public about them. It is all we can do. It is up to you to increase your business by confirming our statements.

Made in all sizes and weights for Men, Women and Children.

The C. Turnbull Co. of Galt, Limited

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Also manufacturers of Turnbull's high-class ribbed underwear for ladies and children, Turnbull's "M" Bands for Infants, and CEETEE Shaker Knit Sweater Coats.

586

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The very softest and best of wool yarns are used in making

Tiger Brand Underwear

TRADE MARK REGISTERED TIGER BRAND.

That is why it feels good and wears so well—and why it brings customers back for more. Every button is put on for keeps, every seam is stout and strong, every complete garment is substantial and well finished.

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GALT, ONTARIO

Agents:—Ontario, J. E. McClung, Toronto. Quebec, Philip de Gruchy, Montreal. Maritime Provinces, Fred. S. White, St. John. West, Hanley, McKay, Chisholm Co., Winnipeg.

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THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
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THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

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Pen-Angle Underwear (the kind that's knit into lasting shape) is bound to give your customers perfect satisfaction.

Every garment is so shaped in the special Pen-Angle knitting process, that it won't sag, stretch or lose its exquisite shapeliness — and even the wash-tub has no terrors for this perfect Underwear.

Pen-Angle offers the best value you can get for the money. It retains, to the end, all the splendid qualities that made it sell in the first place. That's why Pen-Angle Underwear sells so fast.

Pen-Angle Underwear

PENMANS LIMITED

PARIS - - CANADA

Underwear Hosiery Sweaters



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the brand that satisfies

Quality without style may appeal to some, but not to the masses, and style without quality may also create sale, but the merchant who stocks

KNIT GOODS

with both these features will satisfy all.

Beaver Brand is the kind that satisfies the majority, in fact, is the very foundation of paying knit goods businesses. We make everything for men and women in sweater coats, toques, mufflers, etc.

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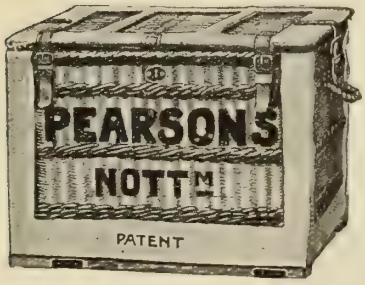
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A SPECIALTY

THIRTY-FIVE years' experience in the manufacture of textile soap in England and in Canada.

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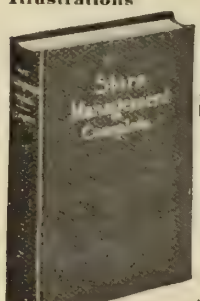
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272 Pages Bound in Cloth

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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

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TORONTO

Don't Say Underwear—Say

TRADE MARK AIRY WEAR

THE HARVEY MESH

Yes, this is the new ventilated knit underwear that is being bought so largely by Dry Goods merchants and Gents' Furnishers.

1,000,000 pores to every suit.
500 to every square inch.

The lightest and daintiest ever made in Ladies' Vests, Drawers and Combinations.

For Summer. 1913.
Sold to Retail Trade only.

Representative will call on you shortly.



"Harvey Fine Swiss Ribbed Lisle."

Harvey Knitting Co., Limited, WOODSTOCK, ONT.

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TRADE MARK

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KNITTING WOOLS

—BRITAIN'S BEST—

J. & J. BALDWIN'S BEEHIVE AND WHITE HEATHER specialties form the finest range available from any source.

AGENT:—DUNCAN BELL, MONTREAL & TORONTO

Hermsdorf Brilliants

The laboratory that discovered Hermsdorf Dye—the **first** and still the **best** fast black for cotton hosiery—has now created a process for treating hosiery yarns that produces a high **permanent** silk-like sheen and an evenness of color that has hitherto belonged only to high-class silk goods.

"Hermsdizing" is the name of this remarkable **new** process and

Hermsdorf Brilliants

is the mark chosen to designate this **new** "HERMSDIZED" Hosiery.

"HERMSDORF BRILLIANTS":—are dyed in **all** colors—and all colors are **fast** and uniform. Even solid colors, greens, helios, purples, blues, etc., are produced in **unvarying** shades that are washproof and permanent.

The texture is soft, silky, strong, combining silk's beauty with cotton's durability.

The Canadian merchant—through long acquaintance with black hosiery bearing the signature of "Louis Hermsdorf, Dyer"—will appreciate the tremendous significance of this announcement, and will specify HERMSDORF BRILLIANTS when buying imported goods.

It's a new hosiery selling force.

Louis Hermsdorf
Dyer

Works: Chemnitz, Saxony
American Bureau, 235 W. 39th St., New York

Greatest Hosiery Improver since Hermsdorf Fast Black

PARKER'S

One Leak You Can STOP

Call in the accountant if you have a leak from bad accounts.

That's His Work

But if the leak is from bad stock—stock that will not sell—and every dry goods man and milliner knows about this kind of thing, enlist our services.

The faded, soiled, shop-worn, off-color fabrics—and you have them—can be redyed by us to make them like new again.

That's Our Work

Write Us for Booklet to the Trade.

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TORONTO - CANADA

ENGLISH MOHAIRS

Guaranteed by the

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Redfern of Paris emphasizes the style qualities of English Mohairs.

Your dress goods department cannot reap its full share of profit without a fair showing of **English Mohairs,** guaranteed by the B.D.A. These fabrics are **everyday sellers**—as stylish as **any** line of dress goods, yet enjoying a demand that is practically immune from fashion. **English Mohairs,** guaranteed by the B.D.A., are **stylish** goods with a **staple** demand.

See the new and beautiful patterns and shades at your wholesaler's.

THE BRADFORD DYERS' ASSOCIATION OF BRADFORD, ENGLAND

Write for Style Book: American Bureau of the B.D.A., 235 West 39th St., New York



MILLINERY

Season's Style Tendency.

Velvet and moire, velvet and plush, velvet and fur or leather are some of the treatments noticed in the new millinery, and at the same time unique color effects are a decided feature.

The favor with which flowers are regarded in Paris gives strength to the prediction that for Spring this form of trimming will become the vogue.

Fabric and color combinations are a prominent feature in Fall Millinery — Late models introduce the bandeau — Immense vogue of feather trimmings — Late season millinery in Paris favors flowers

THE practice of combining materials and colors, which is one of the leading ideas for the season now commencing, is going to afford the milliner a greater opportunity than usual for the production of variety, and at the same time is going to test the milliner's taste and skill. Velvet and moire, velvet and plush, velvet and fur, velvet and tulle, velvet and Ottoman, and velvet and leather are some of the combinations most seen.

Black and white are strongly in evidence and, without doubt, will be the leading effect of the season. There is no getting away from this feature. The other colors predominating are navy and a few novelty blues, browns, greys with taupe much enquired for, amber, orange, tans, browns, purple, bronze, fuchsia and tomato reds.

* * *

Bandeau a Coming Feature

A marked feature of the new shapes is that many of them are oblong, and extended backward, a feature that is further accentuated by the manner in which the trimming is applied. This shape is inspired by late 18th century hats. The model seen in the Spring, in which the brim droops all round from a low flat crown and is lifted high, scoop fashion, to show a bandeau at the back, is back again. Important changes make the new models quite different from those shown in Spring.

Bandeaux effects are a coming feature, and though they are new this season, those seen point the way towards a more extensive application another season. Some very extreme models have the bandeau all round and forming a head size. When this is the case the bandeau is utilized for the posing of the trimming.

A hat that had these new features was of taupe plush. The shape was large and flat and was raised high to one side of the front by a head-size bandeau draped with white satin. This bandeau served as the resting place for a shaded plume of orange, tipped with grey and for a large use of shaded orange and metal-woven silk in taupe.

Beret or Tam shapes are still being shown and some of these models are very graceful. Some models look like a flat hat at the back, but in front are draped and arranged in beret fashion. These hats are always of velvet as plush is too heavy looking a fabric to develop well in this fashion.

* * *

Turbans and Toques

Amazon and sailor shapes are out in numbers, and turbans and toques are seen in many styles. Some of the toques, like the Marie Antionette and the Hindu, are elaborately draped, but others are very simple. One favored shape for street wear has a slightly draped crown and a high turned back cuff-like brim and is trimmed only with a feather fantasy, or if it is an expensive hat, with a Paradise mount. A very successful model of this type has a pearl plush crown and the brim covered with chinchilla squirrel fur. Just above the fur is a band-like drape of white moire and a handsome mount of grey Paradise is posed in front. Paradise and osprey is now selling at prices that are practically prohibitive

IN following up the opening rush and keeping the interest at selling heat, you should not fail to keep in touch with the "McCall" line. Our representatives call on the trade often and regularly, and this enables you to watch the style variations from week to week. "McCall" styles are always a little the best. They're at your service.



THE D. McCALL COMPANY, LIMITED

Toronto

Winnipeg, Ottawa, Montreal, Quebec, Vancouver



Advance millinery novelties in florals for spring, 1913. Shown by Elliott, Sherring & Co., Toronto.

for any but the more expensive trade. Numerous substitutes are offered in the shape of heron and other feathers and so well have the best of these been received that prices here are mounting too.

* * *

Fancy Ostrich Effects

Nor is ostrich neglected. Handsome, full-headed French plumes appear upon expensive hats, but the big ostrich business is being done on fancy ostrich effects, and as these novelties are shown in a host of varieties a detailed description is impossible. Ostrich is also combined with other feathers and ostrich and marabout is a very taking combination. Small wing, and fancy effects in breast and wing effects are in immense vogue for trimming the small hat. Feather bows with a tie piece of breast are decidedly smart. Ring effects of breast through which a wing or mount is thrust are a new idea. Another feature in a wing mount is somewhat like a headless butterfly. This mount is severe in effect and is evidently designed to be placed upright in front against a bowler or square high crown.

* * *

Flowers for Spring Season

Already the Spring season of 1913 is looming large, and the new materials and trimmings for the coming season are beginning to arrive. Prospects for a good flower season seem more rosy than for many seasons. Leading Parisian modistes have taken up flowers, and during the late Paris season and again at the various Summer and Autumn resorts, flower trimmed hats have been much in evidence. Nor is this all, for there is more than a chance that the introduction will come in the high-class trade during this season. At present it is only a velvet rose or an immense plush Christmas rose or poppy that is seen, but this is the usual mode of fashion development.

Milliners certainly would welcome a good flower season again, for flowers and trimmings go together and spell better profits. Advance samples of Spring flowers come in rich, deep shades, and indicate the use of the medium-size and large flowers. This applies particularly to roses. Large sprays in delicate white or beige shades form an exception to the rule that colors are strong, deep, and rich. The usual staple rose effects are offered, but the novelty consists in tight curled globular roses of silk in two or more contrasting colors. Thus, a deep shade of old blue will form the centre of the rose while the outside petals will be of soft pink. Sand, tan and amber shades are well represented and so is the fuchsia combination of ruby and blue. These two colors shot together are used in the formation of sprays, with deep, green, glistening foliage. Spikey upright sprays with rose and foliage, all of the same color are new. These are evidently intended to be



Model of navy velvet faced with plush. The flowers are in fuchsia, of cerise and blue, and the plume is two-tone cerise and blue.

posed upright in front of narrow brimmed hats of the Robespierre, Girondin or Second Empire order. Another novelty of this kind consists of very natural-looking and very handsome iris sprays. Large branched mounts, and trailing sprays proclaim that the day of the large hat is by no means over.

Don't You Think It's Better To Buy Things Different ?

Yet Right in Style and Value.

Our Range of

Spring Millinery Goods For Import

Points the way to "Things Different"

Our Representatives:

D. E. STARR, - - Ontario West
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D. J. O'LEARY, - - Ontario North
G. H. MAGILL, - Ontario East and Montreal
E. C. HARVEY, - Maritime Provinces and Quebec

Are now out taking orders for spring. We want your order.

Continental Manufacturers Syndicate, Limited

77 York Street, :-: Toronto

WE'RE out with Spring Millinery Novelties, including the finest assortment of IMPORT FLOWERS, FOLIAGE, FANCY MOUNTS and NOVELTY TRIMMINGS. Don't miss looking through the complete showing when our representative calls.

ELLIOTT, SHERRING & CO., LIMITED

MANUFACTURERS' AGENTS AND IMPORTERS

Specialists in Flowers, Feathers and Millinery Novelties

OGILVIE BUILDING - 37 Wellington Street West - TORONTO

Marabout Boas and Muffs Our Specialty

ALWAYS IN STOCK

		Boas.
20001—5 Rows, 2 1-3 yards long	@	$2.65 each
20002—6 Rows, 2½ yards long	@	3.25 "
20003—5 Rows, 2½ yards long	@	3.75 "
20006—5 Rows, 2½ yards long, Extra Quality	@	4.25 "
20007—5 Rows, 2½ yards long, Extra Quality	@	4.95 "
20009—5 Rows, 2⅞ yards long, Extra Quality	@	8.25 "
20010—6 Rows, 2⅞ yards long, Extra Quality	@	9.95 "
		Muffs.
20035—Medium Size	@	$2.90
20036—Large Size	@	3.25
20038—Large Size, Extra	@	4.75
20037—Large Size, with Nine Tails	@	3.85

BLACK, MOLE AND NATURAL.

E. M. de BOECK & CO., - 43 St. Sacrament St., - MONTREAL

READY TO WEAR GARMENTS



The Buyer's Viewpoint

News of the latest features in waists, dresses, coats, suits and whitewear with illustrations.

Extravagance and originality portrayed in the latest Paris creations.

Photos of the underwear shops in the new Filene Store, Boston.

Exclusive shop adopts progressive policy.

Street dresses selling well — Poplin as substitute for serge — Buyers favor velvet in plain cords and fancy stripes — Trade buying simpler styles — Forty-five inch Johnny coats — Corset modifications to suit new lines in gowns — Prepare for good whitewear business in January.

WITH coats selling in numbers, one naturally turns to the dress line for the completion of the costume. And one finds that the dress manufacturers, as expected, are extremely busy. The plain-tailored street dress is a winner along the line and is the leading seller in the dress section. Though serge is still the big seller and by far the greater number of models are ordered in this cloth, there is a growing disposition to get away from this material both on the part of the buyer and the manufacturer. As cord weaves are so popular, poplin is being substituted for serge with good success. Other cloths that are being taken up are smooth tweeds in the cheaper lines, novelty worsteds, eponge, Bedford cords and similar cloths. In all these cloths it is the simple-tailored models that are the big sellers but particularly in misses' and junior lines models that need a belt to complete them are prominent.

Velvet is in big demand in the better-priced lines. Not only is plain velvet or velveteen selling but the various corduroy, cord and striped effects are also selling extensively. These dresses are simply made though not quite so much so as in the cloth dresses. Heavy lace collars finish the neck and the long sleeves have a finish of buttons and pleated net or lace frills. A few pleats are introduced into the skirt, and many skirts show slight drapery effects usually at one side, and obtained by the putting in of two or three horizontal tucks. Simulated slashes, either filled in with a panel behind or cut trimmed and turned back revealing what looks like a skirt of the material beneath, is another new model.

Charmeuse or what is really duchesse mousseline leads in dresses, and manufacturers report some interest in pin-striped short taffetas.

Dark colors at present are the big sellers, but they are relieved with colored trimmings. Bright plaids and stripes are used and in plain colors cerise, bright red and orange and gold are all used.

Some combination effects in plain and striped materials and also in velvet and charmeuse are being shown but they are more in the nature of a tryout than with the expectation of heavy business being placed. Fashion is favoring this class of effects and there is some idea of a future. But the idea is only in the developing stage at the present time.

Chiffon Waist Best Seller

Simple, yet smart effects are aimed at — Robespierre and modified Robespierre models are in the lead — Nets and laces strong in popular-priced lines.

Travelers are on the road with the waists designed for the holiday trade. In spite of its long run the veiled waist of chiffon is still the big sellers and a very substantial portion of the Christmas business is being done on this waist. Black and white and blue are leading sellers, but there is a distinct call at this period for novelty shades. Taupe is beginning to be asked for and in light shades maize, amber, pink and Copenhagen are good colors. A little also is seen of vivid Callot green.



Star Brand Waists

come right up to the well established "Star Brand" standard of style and quality.

The most complete and exclusive range of smart waists await your inspection. If you want QUICK SELLERS buy "STAR BRAND."

The Two Models

shown here are picked at random from our big range, but they give the buyer an idea of the style and smart effects we have produced for particular customers.



ORDER EARLY TO INSURE PROMPT DELIVERIES.

SEE OUR LINE OF WHITEWEAR AND DRESSES. They have a reputation for style, fit and finish.

The Star Whitewear Manufacturing Co.

BERLIN **CANADA**



New York Model.—Extreme novelty suit, showing all the leading Directoire features; collar, large revers, sash and pockets. The skirt shows how the new drapery effects are managed.

Simple yet smart effects are aimed at and it is quite a task for the designer to vary the line. Robespierre and modified Robespierre collar effects are used on the majority of the new waists and with this finish is combined vest effects of satin net and lace. Many of the new waists show a yoke and high collar in addition to the added Robespierre. High-class waists show the extreme Robespierre effect with wide pleated revers of lace, lace guimpes and falls, and also pleated side frills. These frills are made of straight-edged shadow lace and there are two instead of one —one on each side of the center pleat. This style of finish is particularly effective on semi-tailored waists of striped shot silk or shot or plain satin.

The high-class trade is taking to charmeuse, and to satin-finished crepes and crepe de Chine. In great favor too is the waist of white soft satin that will wash. Soft satin waists in plain-tailored and semi-tailored styles are much in evidence, both in plain colors and in changeables. In these waists the extreme Robespierre effects are seen. The collars are lined with color or are in black and white. The colors used are in relief with cerise and national specially prominent.

Net and lace waists are also always good sellers at this time of the year. The models put out embody all the new style features and touches of color in the form of pipings are freely used. Ecru and cream are more prominent than white and their lead is increasing. The long sleeve is the sleeve of the moment, and considerable variety of style is seen; in fact the rule seems to be that any pretty sleeve is right.

Initialed Gown a Novelty

Feature in the new whitewear — Travelers sending in good orders for January whitewear business — Automobile combinations.

Whitewear travellers now on the road report a particularly good reception for the new models in whitewear for the January sales. They report also that buyers are appreciative and voice the general expectation of extra successful sales at that time. This is due to the extremely attractive whitewear the manufacturers have prepared, whitewear which in general excellence is a notch above any line the Canadian manufacturer has ever shown before. Even in the cheaper garments the cloths are fine and sheer with a soft, silky finish, and there is no suggestion of cheapness in trimmings used. The cut is fully up to the highest standard and all sizes are perfect, no skimping being allowed. As for finish the same exquisite care and neatness that makes the better grades a delight is exercised. The tasteful disposal of a little trimming that is good is the pleasing feature of the line. These are points that every saleswoman can talk up safely for they spell satisfaction in wear, and this kind of satisfaction means increasing business.

Though sales so far would indicate that there is a slight gain for skirts, the slips and combinations are still the best sellers. Slips to show that the little fuller tendency in dress skirts is being taken advantage of, for many slips have an underlay. Tucks are very much more used than gathers in the disposal of the deep flounce of embroidery that is the usual finish and the fullness is further drawn in by running a ribbon through the eyelet holes in the flounce.

In the novelty line, come automobile drawers perfectly shaped and beautifully trimmed and designed for the comfort of the woman who motors frequently.

Whitewear The Allen's Mark MADE IN CANADA Blouses



Complete line for Spring, 1913, now on the road.

Quality lingers long after price is forgotten.

You will find in the ALLEN line of Whitewear and Blouses exclusiveness for your high-class trade.

A big range of all that is new for your general trade.

Our success has been due to strict adherance to high standards in every particular.





Style
Quality
Workmanship
Deliveries

It will be to your advantage to hold your orders till you see our range.



ALLEN MANUFACTURING COMPANY, LIMITED

105 Simcoe Street Long Distance 'Phone Adelaide 966 **Toronto**

Another innovation that is just taking hold here is the fitted knicker and chemise combination. This garment is designed to take the place of knitted underwear and is so cut that it outlines the body without any fullness. The fastening is accomplished under a false hem and a particularly flat button is used.

A new feature in gowns is the one with the initial. Big buyers who can place orders for quantities sufficient to obtain the necessary assortment can buy these gowns with the initial already worked. For the merchant of limited output, another plan has been devised. There is a printed alphabet fastened onto the band of the gown and the customer can embroider any initial she wishes in the space selected. The initial is basted under the sheer cotton and the outlines traced out with a lead pencil. This is an idea worth featuring at the January sales.

Johnny Coats New Feature

Selling well in larger cities and should be great success next Spring — Goat coat season — Fabric most important point.

The selling of the separate coat began with the early days of the season and has steadily increased. Therefore, there is every evidence that an exceptionally good season for separate coats is in progress. This is confirmed by the manufacturers who report that they have plenty of advance orders and that their factories are busy on those in hand.

For present selling and to afford a little variety, a 45-in. coat has been put out. This is following out a New York fad that started there during the late Summer season. Though some of these coats will sell in the larger cities this Fall, the true success of this style of coat is expected to come next Spring. These coats are cut exactly like the long coats and are often braid bound. A few of them are made of checked blanket cloths or Mackinaw, but the greater number are of reversible cloth, plain one side and plaid the other. Extreme models are very mannish and are cut exactly like a top coat, or cut with Raglan sleeves and a collar that will turn up.

The bulk of the trade is ordering the full length coat. The fabric is the thing in the Fall coat. Handsome effects in cheviots, velour, wool corduroy, chinchillas, boucles, zibelines, and heavy diagonals are all featured.

These garments are very simply made and the only trimming used is the wide welted seams and big handsome buttons. A feature is made of the adjustable collar effects that either button up to the neck or can be worn open with revers. Belts and belt suggestions are also present on almost every model. The straight cut with wide arm-holes and roomy sleeves is the one favored and many manufacturers are further emphasizing the easy slip-on idea by lining all sleeves in the better grade garments with satin. This is a luxurious idea that spells comfort.

Fall Suit Season Short

Weather conditions have been anything but favorable to good business — Plain-tailored styles for Spring

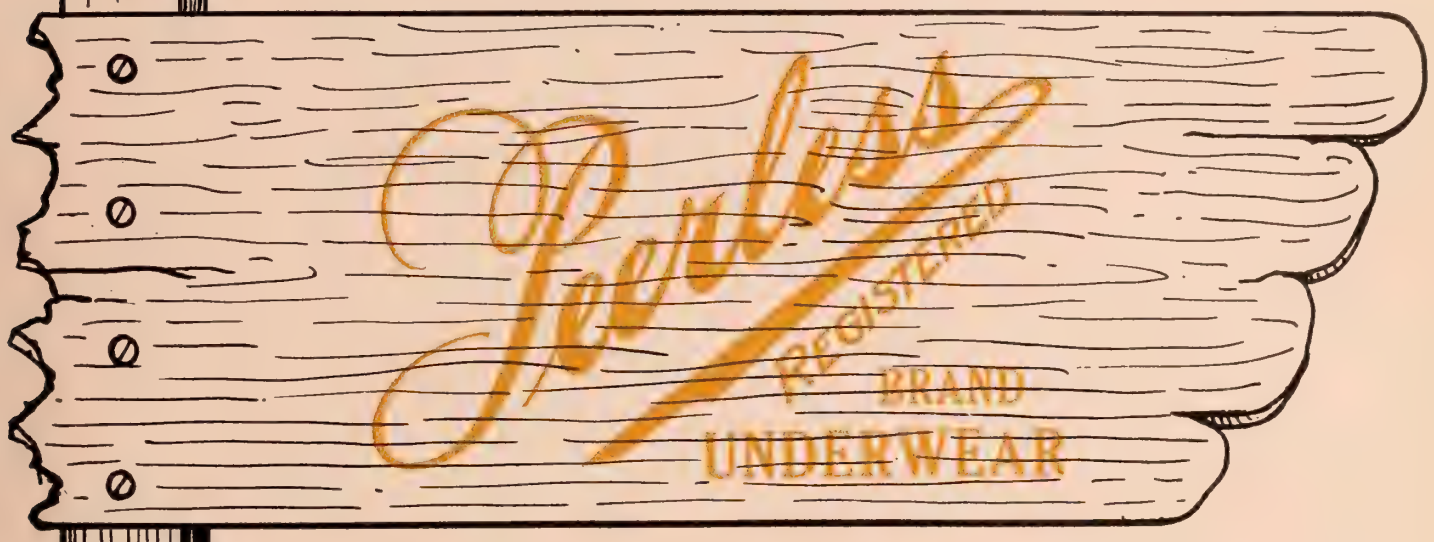
The Fall season for suits is about over with the majority of the Canadian manufacturers. Save for certain repeats and specials, the present season is practically closed.

The season has been a particularly short one and to the majority of both buyers and manufacturers the results are not the most gratifying. Weather conditions for one thing have been against the sale of suits, and the demand has been smaller than was anticipated.



The Johnny Coat. This 45-in. coat is the latest novelty in coat lines. — Illustration from Vogue.

If you follow the direction pointed out by



Success will be yours

It is the direction which leads to bigger sales, larger profits and more customer satisfaction.

Merchants who have followed the lead of "Peerless" have found the road smooth to a most successful underwear business and success in this department means incidentally bigger business in others.

You may have your stock nearly filled up for your 1913 business, but we are convinced that if you look through our range you will plan for even a bigger business than you had first thought of. See "Peerless" range now.

PEERLESS UNDERWEAR CO., Limited

Hamilton, - Canada

WE ARE REPRESENTED BY

ONTARIO—C. & A. G. CLARKE, Empire Building, Wellington Street West, Toronto.
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QUEBEC—J. CARSON, 112 St. Peter St., Montreal; ERNEST HAMEL, 115 St. Joseph St., Quebec.
MARITIME PROVINCES—G. A. WOODILL, 20 and 21 Roy Building, Halifax, N.S.
MANITOBA, SASKATCHEWAN, ALBERTA—HANLEY, MACKAY, CHISHOLM COMPANY, LIMITED, 129 Albert Street, Winnipeg, Manitoba.

The Underwear Shop of the New Filene Store, Boston



One of the most interesting features of the new Filene Store is the arrangement of departments in the form of little shops. These views of the Underwear section show how this idea is worked out. Note the system of indirect lighting, the manner in which goods are displayed and the general air of neatness.



Fashionable Attire at Toronto Race Meet



Two velvet suits. Left figure, dark grey and black striped velvet, plain-tailored. Right figure, black velvet Directoire suit, collar of cord velvet, trimmed fancy braid and frogs. Note the bead bag and the large fancy ostrich trimmed flat hat.



Left figure—Novel fancy suit of black charmeuse, trimmed with jet buttons, worn with ermine set and hat of black satin and plush, with fancy ostrich mount. Right figure — Draped wrap coat of ribbed velvet, with collar of fur. The hat is a large sailor shape trimmed with ostrich.

Rich Gowning at the Woodbine Races

Tailor-made suits and coats and wraps were great feature — Coming vogue of brocades indicated — Unique colors for footwear — Purple in many shades in suits and gowns.

THE Spring meeting of the Ontario Jockey Club at the Woodbine, Toronto, has always been held to be the premier dress event of the year in the Dominion, and now the Autumn meet is beginning to loom up large as a rival. At no other event in Canada can so large a crowd of well-dressed people be seen at one time, and the man who makes it his mission in life to provide the essentials of dress for the Canadian woman simply cannot afford to ignore the Woodbine Spring and Autumn race meets. In this democratic age what the woman of wealth wears is eagerly copied, and no style that can be suitably copied, long remains exclusive but soon becomes a popular mode.

Therefore, a trip to the Woodbine represents money well spent by the merchant who allows his department heads to make a market visit at this time and, as it were, kill two birds with one stone. This applies at the present time with particular force to both buyer of ready-to-wear and dress goods, as the heads of these departments are now being called upon to select the merchandise needed for the Spring season of 1913. There is no question that the information that is to be gotten out of the Woodbine meeting would be a valuable help in deciding what fabrics to buy and what colors to favor.

Another feature that should be noted is that each year sees an increasing number of Paris gowns im-



Eppo Petticoats

Are Great Sellers

The idea of the EPPO is a skirt made only in one size which fits all size waists from 20 to 28 inches.

There is a section of gum-cured material in the waist-band which gathers in all the fullness, and makes the EPPO fit — there is no bunching on the waist-line— there are no strings or buttons.

Just close the snaps down the left side and the EPPO fits.

Made in Egyptine taffetas— Blackeye silk moires — in satin and in silks.

Get "EPPO" from your wholesaler—these new ideas give your store prominence.

The Canadian Converters' Co. Limited
Montreal

D-2

ported to wear at this event. There are many merchants and buyers who have very limited opportunities for seeing a real Paris creation. Now, Paris gowns may be extreme and no merchants may now, or at any period, be called upon to handle models of this kind. There is, however, a wonderful amount of educative value in a Paris gown due to the fact that each model represents original creative artistic work.

VELVET AND PLUSH IN EVIDENCE.

Due both to the season of the year and to the weather the tailor-made suit and coats and wraps formed the big feature. A number of beautiful costumes, chiefly of satin, were worn, but the majority of the women present wore natty, smart, tailored suits. Velvet and plush were in evidence, both for suits and handsome wraps, but it must be confessed that when the velvet suit was worn it was apt to be on the fancy cord or the line striped order. Wool corduroy was almost as much worn as velvet, and such fabrics as eponge and boucle were prominent. A new feature that is of much interest was the trimming of these rough fabrics and also of the cord and striped velvets with broadcloth. This combination was brought prominently into the limelight in the case of a much-admired suit, the skirt of which was of reseda broadcloth and the coat of exactly matching corduroy velvet. Another lovely suit was of cream moire with the hem of moleskin. With this suit was worn a hat of black and gold with white feathers. The coming vogue of brocades was outlined by a suit of blue and black brocaded rep.

Purple was present everywhere, and in many shades. Women wore the whole suit of purple and there were many purple gowns and also numberless hats and ruffs. This matching of hats and ruffs was a feature that should be noted. In almost all cases the hat matched the ruff. The suit or gown would be of black, and the hat black and cerise, while the matching ruff would be of cerise tulle with a bow of black velvet. Cerise was often combined with blue for the hat and in this case also the completing ruff would be of cerise.

Two Paquin suits were the centre of general attention. One was of brick-red suede-finished fabric, and was set off by a large black velvet picture hat trimmed with a yellow paradise plume. The other was a French blue cloth trimmed with blue and cerise taffeta and was worn with a rich purple velvet hat.

Many handsome gowns were worn but the greater number were hidden under wonderful wraps. A very rich wrap was a draped model of black and gold brocade. This was worn over a trailing, clinging dress of satin crepe bordered with cut velvet.

STRIKING COLORS IN FOOTWEAR.

Purple shoes and purple stockings are striking enough when they are combined with a costume of brilliant purple and one feels that the limit laid down for color combinations cannot be far away.

A draped gown of black charmeuse was handsome over a petticoat of bright purple. The entire bodice of this gown was of Chantilly and over it was thrown a rich stole of chinchilla making a lovely harmony of black, purple and grey.

Practically the same color scheme was a striking imported dress of black, white and purple-checked silk. This dress had an accordion-pleated and draped skirt caught up with heavy embroidery in the three colors. The bodice was given a pointed effect by an inlet of purple satin that came to a point below the waist in front and which was outlined with the drapery.

SUPERB FURS WORN.

Outside of purple and the many trimming touches of cerise, or orange the prevailing tones of color were grey and black. Furs were much in evidence. Superb blendings of ermine and black lynx were seen on all sides and there were many handsome sets of mole and chinchilla. Fewer brown furs than usual were noted, but there were many rich seal wraps. Many admiring glances were cast at one voluminous coat of rich fur which revealed at every step a regal lining of white and gold brocade.

Fall Suit Season Short

(Continued from page 86)

Another factor has been the good reception given to the tailored street dress, and the demand for coats for auto wear.

Not only has the volume of business been below the average, but a large proportion of the demand has been chiefly for the cheaper grade of suits. Manufacturers put out a full line of handsome models in high-grade cloths and with the newest ideas in trimming effects, but many orders have been chiefly for plain-tailored models in the cheaper and popular priced lines.

Designers are busy with the new models for the Spring season of 1913. Naturally, at this stage of preparation there is, for obvious reasons, a disinclination to discuss at length probable styles. The intimation is, however, that plain tailored styles will predominate among advance models and that the length favored by the Canadian manufacturers for Spring, 1913, will be 24 and 26 in. This means practically one coat-length, 24 in., for the small woman and 26 in. for her taller sister.

In the opinion of those in close touch with what designers are doing, the greatest amount of novelty will be found in the skirt. This will come through the introduction of pleats. Though pleats will be used, emphasis is placed on the fact that wider skirts will not be a feature and that in this respect Spring models will hardly present any change.



THE Home & Watts infants' dresses are a marvel of daintiness.

Well Dressed Children

and Home and Watts' Dresses are very closely associated

FROM the little gingham pinafore to the dainty, frilly dress; from the serviceable cloth play-dress to the pretty tailored garment, Home & Watts' productions have that distinctly well finished appearance that is associated with well dressed children.

THE Home & Watts values are always consistent — prices right.

We make the style, the fit, and not the least, the the quality of Home & Watts' Juvenile Dresses are always superior. Our samples will prove it better than words.

Write to-day if our representative has not CALLED.

We make infants' and children's dresses of all kinds.

HOME & WATTS
LIMITED
19 Duncan Street - - Toronto

New Methods in Sizing

Introduction of juniors the latest development — Change welcomed by buyers and merchants

Since the first ready-made garment was placed on the market, there has cropped out no idea of such vital importance to garmentdom as that of the new methods in sizing. In the day when the perfect thirty-six reigned supreme only a section of the women who wished to buy ready-made garments could be fitted, and even then the alteration department was pretty well taxed. The recent introduction of misses' or small women's, and the special cut for stouts has broadened decidedly the garment field.



Dress of dotted Swiss—black dots—with design of embroidered filet net, finished with black soutache. Black satin collar and sash. Shown in all colors.— Courtesy of Eclipse Whitewear Co., Toronto.



Child's dress of cadet and white check gingham, trimmed with cadet percale and red piping, front finished with navy and white stripe. Shown by Princess Garment Co., Toronto.

Not content with the vast improvement wrought by the introduction of misses' sizes manufacturers are now putting what they term junior sizes on the market. Misses,' as the trade now knows, are really small women's sizes, though fully developed girls are also fitted from this range.

In consultation with buyers and merchants it was found that a distinctive line, not only sized, but designed so as to be suitable for the girl that was small for her age, would meet with a ready sale, and would fill a long felt want and extend further the scope of the immense and still growing ready-to-wear field. Misses' sizes, as are well known, run 12, 14, 16, 18 and in some lines 20. The junior line takes in the odd numbers from 11 or 13, up. They are shorter in the skirt and arms for one thing and are designed along more childish lines than misses'.

Buyers should give careful attention to the working out of these new ideas in sizing garments for they form a very important feature not only in developing sales, but their careful selection and their intelligent use should effect a material cutting down of the expenses of the alteration department.

"Pullan Garment"

Made Since 1902.

Style Distinctiveness Quality

Always features of the

"Pullan Garment"

are more than ever apparent in these coat models.

Chinchilla Coat E629

$13.50

Sealette Coat E628

$20.00

Send for a Sample Garment—Then Order Stock

E629—Chinchilla Coat, made of good quality cloth in grey with navy blue trimmings, or navy blue with grey, also all black. Made with the convertible reveres, full length, very special price $13.50

E628—Sealette Coat, made in a heavy quality Plush, lined throughout with a guaranteed satin. Vents at the side of coat. Turned back cuffs, and extra large collar. Priced $20.00

Every garment is critically inspected before leaving the factory—the garment MUST be up to the PULLAN standard.



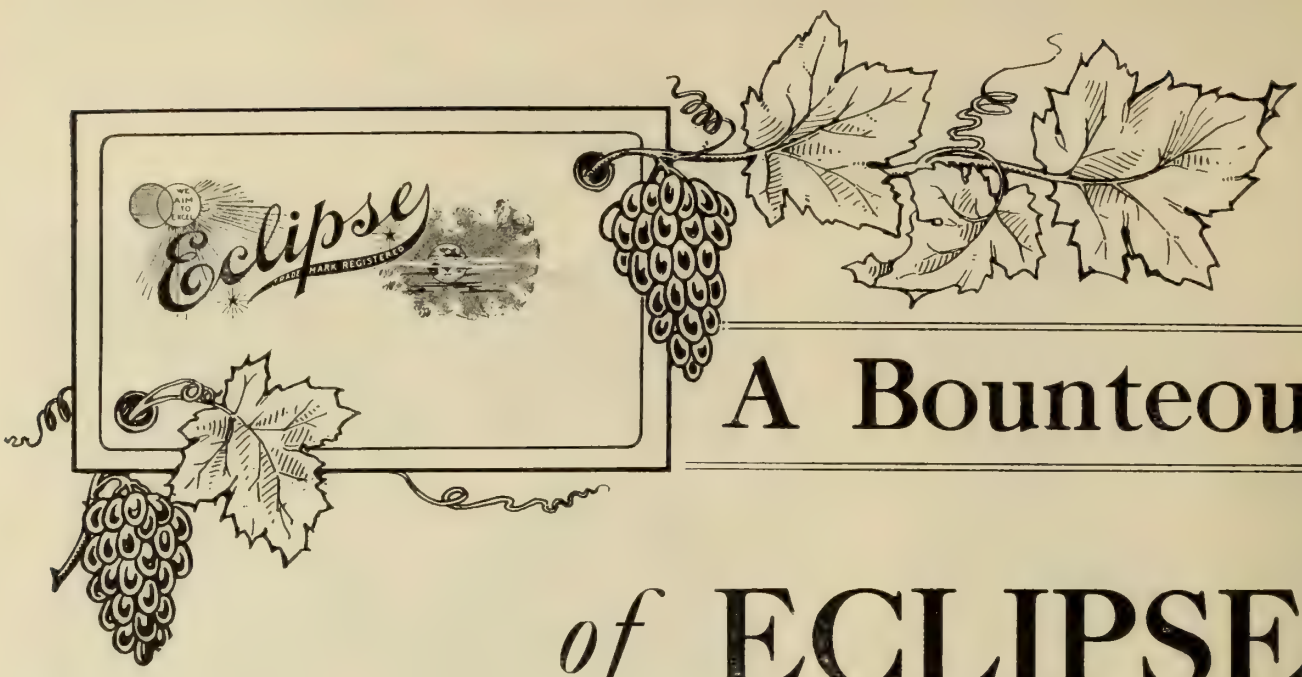
M. Pullan & Sons

AN EXCLUSIVE CLOAK, SUIT AND SKIRT HOUSE

Pullan Building

Bay and Wellington Sts., Toronto

Branch Office, Lindsay Building, Montreal



A Bounteous *of* ECLIPSE

Something Different in Styles and Values



The 1913 Showing

is beyond comparison for its style, its quality and value. We are hearing most favorable reports from our representatives all over Canada. Eclipse's "Something different" is booking immense orders. Our range of popular priced goods is twice as attractive and twice as large as ever before.

SEND YOUR ORDER, TO US

No matter how small your present requirements may be, one garment or a hundred. No order is too small and none too large to receive our prompt and careful attention.

The efficiency of our immense factory and operators enable us to meet any and all demands, and thus keep the links of our service chain always sound.

The Eclipse Whitewear

16 McGILL COLLEGE AVENUE, MONTREAL

Autumn Showing

SHIRTWAISTS

Dainty Goods are Our Specialty

Our constant endeavor since the introduction of Eclipse Garments has been to give a service second to none. As our trade has grown our service has grown. The installation of the latest factory equipment, the employment of only competent operators, are the two main links of the service chain which binds "Eclipse" to the Canadian trade. Our excellent service adds greatly to the Eclipse Values, and is the real foundation of the "Something Different."



ELECTROS FOR ADVERTISING

This service is yours for the asking. We supply our patrons with electros for advertising purposes. We hope to get your **whole** order this season for whitewear, Shirtwaists, and Dresses. Never before had we such styles and values.

Company, Limited

324 KING STREET WEST, TORONTO

Smart Styles at Woodbine Races, Toronto



Suit of black and white striped ribbed silk made in extreme Directoire fashion, slit up to the knee in front over an extremely narrow long skirt. The middle figure is also wearing a Directoire suit cut short to the waist in front, with large revers and with postillions at the back. The skirt is wider and has kick pleats introduced. The third figure is wearing one of the 45 in. mannish coats.



Left figure, plain-tailored suit of whipcord; middle figure, suit of heavy ribbed moire; third figure, pannier dress of shot taffeta.

Parisian Modes Original and Extravagant

Ideas taken from many periods — Customers finding the straight line modes difficult to displace — Flat drapery goes with pannier modes — New skirts slashed to the knee — Transparent flounces a new fad — Wraps of rich fabrics and many drapes

(Staff Correspondence)

Paris, France, Sept 18.

PARIS seems to be entering upon a period of variety and originality of design and extravagance in material. Much picturesque gowning is seen, and the couturiers seem to be drawing ideas indiscriminately from a number of historic periods. Some of the new drapery effects are either Greek or Oriental, and side by side with these come fashion touches originating in fifteenth century modes. The last half of the eighteenth and the first half of the nineteenth are the style periods that are the most freely drawn upon.

Much is heard of the widening skirt and bouffant drapery, but the fact remains that in spite of all fashion authorities can do to bring about a change, so far the straight silhouette is firmly rooted and difficult to displace. Even the model houses are divided on this point. Some of the leading firms are advocating pleats and drapery, while other houses of equal prominence refuse to consider a single unbroken line.

An indication of the way in which the liking for the natural slender figure line works out is shown in the progress of the pannier. Any number of gowns are seen that are quite in keeping with the pannier modes. Though quite 18th century in spirit, the

The Styles that are Coming in--

and the Season is only beginning



WE have Eight Special Coats that are Winners, in Ladies', Misses' and Small Women's Sizes.

They are made in all the leading styles of materials---in the newest shades and designs. And all have the NEW GLENGARRY COLLAR

Deliveries by return.

Samples will be sent on request.

The Waldman Company, Limited

Joseph H. Waldman, President and Managing Director

THE ORIGINATORS OF BETTER CLASS CLOAKS AND SUITS IN CANADA

513-515 St. Paul St., :-: Montreal



Neat effect in black and white stripes, patent leather belt; ages from 5 to 12 years. Shown by R. D. Fairbairn Co., Toronto.

drapery lies flat instead of being stiffened out into grotesque amplitude. And the fabrics have gone through the same process. There is the same lavish use of silk, but the silk does not stand alone; it drapes and clings. Save for this feature, all the 18th century dress ideas are present; there is the Watteau pleat, the shirred and ruffled fichu, and the wreaths and garlands of delicate pink, blue and silver flowers and lace ruffles and flounces.

RICH VELVET AND BROCADES.

By no means all the gowns seen are of this type, for there are dresses of rich velvet and brocades appearing that have fitted bodices and full skirts that hang in soft unbroken folds and which are absolutely guiltless of drapery. The bodice also is plain and there is neither tulle nor lace used to soften its severity. This is a mode, however, that still lacks confirmation, and there is no getting over the fact that the fashionable Parisienne still clings to the narrow skirt. The fact that it may be somewhat hidden under softly pleated over-drapery does not change the fact that the absolutely smart woman still wears a tight skirt. Moreover, many of the new skirts are decidedly longer and when the skirt does not form part of a strictly tailored suit, there is apt to be a narrow-pointed train added. These long skirts bind the heels closely, and therefore to obtain anything like freedom in walking, they are of necessity slashed. Nor is it just the modest slash revealing the ankles that is resorted to, but the new skirts are open right up to the knees, showing distinctly the sheer silk hosiery and handsome footwear. Some concession is often made to a Puritan mind by introducing a panel of lace or some transparent fabric to fill the opening.

SOME DARING CREATIONS.

This semi-veiled idea prevails in other directions for gowns are worn by the more daring fashion leaders that have a perfectly transparent flounce almost knee high as a finish and a tennis gown worn at a very smart tournament was of knife pleated voile stitched down to about the knee. There was no petticoat beneath and every movement showed the white silk bloomers worn in its place.

Smart street suits are of velour de laine, ratine, or some such thick woolly fabric. The skirts are quite narrow, button down the left side, and have the corners flying loose at the ankles. The very newest coats hang perfectly straight and are finished by a ten-inch band of the cloth and on each hip is a pocket put in above the band. Fur or silk agaric forms the trimming. Lighter cloths and the new silk fabrics are made with the suit-coat in Directoire or cutaway style, and the skirts are slightly draped.

COATS AND WRAPS MUCH DRAPED.

The new coats and wraps are very much draped, and are novel in conception and line. They are perfect for the purpose intended as they are loose and comfortable, and at the same time are faultless in style. Many are a thought eccentric. Martial and Armand show a wonderful wrap made of two straight pieces of deep rich toned glowing red velvet, which drapes the figure like the cloak of an Arab woman, and which has a great collar of black fox at the neck. A Bob-Marie model that is much admired is of gold and black brocade combined with black velvet and with the collar and cuffs of sable. This coat is fashioned like a Russian peasant's long coat or blouse. There are wide panels of the brocade back and front and the sides and sleeves are of the black velvet and the coat is drawn to the figure at the waist by a gold cord with white bead tassels. There is a cape collar of the black fur and cuffs to match and the coat is lined with brilliant blue satin.

NOVEL FEATURES IN FUR COATS.

Coney or rabbit skin is used for many long handsome wraps, and is, as a rule, combined with fox or skunk as the trimming fur. A new feature on long fur coats is the absence of collars, though bands of fur are used at the waist and around the foot. Other new models are finished with a cape continued in the form of stole ends and this effect is the latest mode in neckpieces. The new muffs are very large and delightfully soft.

TWO READY SELLERS

A Limited Stock on Hand of
One of the Hits of the Season—
Can be Supplied at Once.



JOHNNIE COAT—$10.00

A classy Man-Tailored Suit in heavy mannish serge, lined with Whip Cord Satin, including English Mohair Bust forms and rubber shields. This suit is unequalled on the market.

PRICE

$11.50



No. 140—$11.50

One of the Newest Fads of New York—THE JOHNNIE COAT

made in chinchillas, reversibles, and zebeline, which is one of our big sellers far sorting business. No line can be complete without this novelty at a price that will appeal to the merchant in small or large cities.

These two ready sellers will boost your sales and make the hit of the season. Write or wire for sample order and be convinced of the values received. Remember, we guarantee every Patrician Garment unconditionally.

PATRICIAN CLOAK AND SUIT CO.

SAMUEL BUILDING

KING AND SPADINA, TORONTO

SMART FALL STYLES

Don't miss seeing our complete range

ONE OF OUR LEADERS



The illustration represents one of our Fall, 1912, creations; in fact, it is among the leading numbers of this season's line, and repeat orders show it to be a winner.

This is No. A856. Price, $8.00.

The Foundation of a Ready-to-wear Department

In building a women's department a well assorted stock of Junior Girls' and Misses' dresses will do more toward popularizing it than anything else you can do. Every woman was young some time and every girl must mature into womanhood, so you see that while getting the trade of the young people you are not only making a good profit on the goods you sell them, but you are laying a foundation for future business which is unequalled.

Plan on your department's future as well as on its present business by putting in a good range of Martin & Smith Dresses for Misses and Junior Girls.

Our range is large and the styles well chosen.

Our immense showing of Women's Waists is taking nothing but first place, and merchants who know Martin & Smith waists are loud in their praise of their style and general value. See our exceptional showing of waists for holiday and Winter business.

We give prompt and careful attention to all mail and rush orders. Try us.

Martin and Smith

350 Sorauren Ave., Near Dundas

FOR WOMEN AND MISSES

We have added Junior and Misses' Garments

JUNIORS' DRESSES

FOR SPRING



This is one of our many Junior Girls' styles, and one which is of promising selling value. Our showing of Junior Girls' and Misses' Dresses is large.

Write for a small sample order to-day and try out the Martin & Smith line.

A STYLISH NUMBER



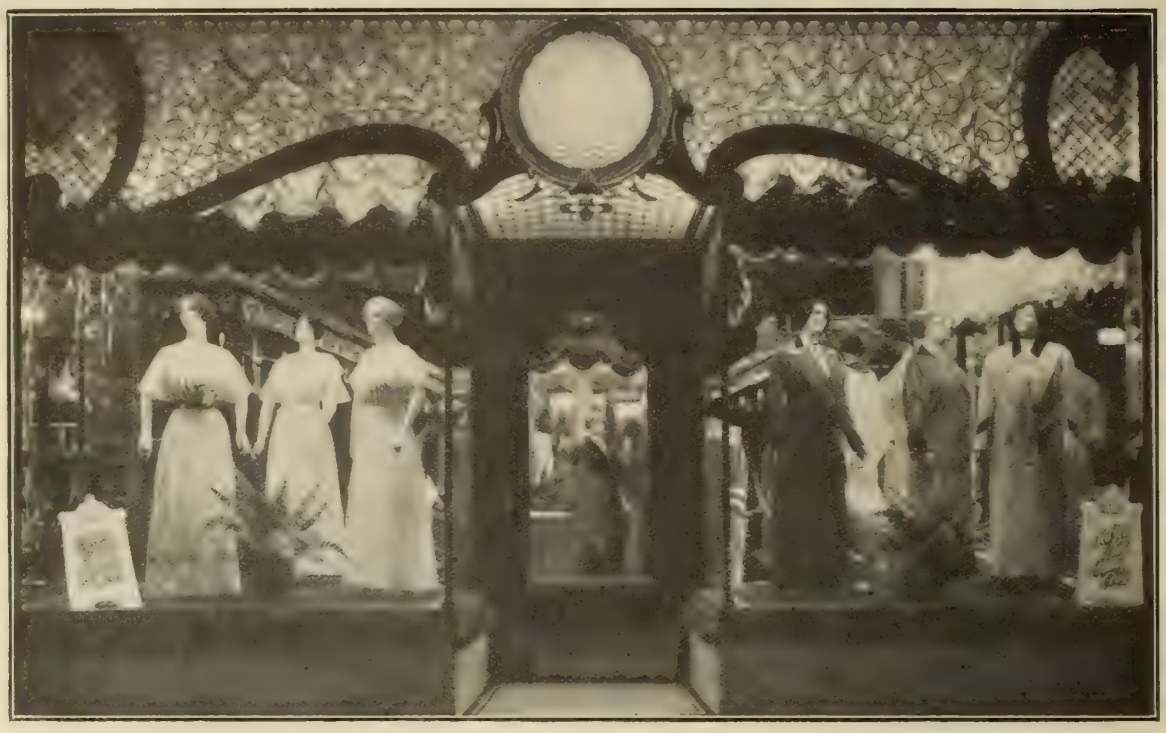
The Martin and Smith dresses are invariably of an order that at once appeals to the woman of refined taste, as well as the woman of distinct fashionable tendencies.

This is No. A897. Price, $13.50. A most stylish creation.

Company, Limited

Toronto, Ontario

When in the city, call at our Showrooms, 350 Sorauren Avenue, near Dundas.



Handsome front of Maison Boyle, Toronto's new Ready-to-Wear shop. Windows have no backgrounds, and at night an interior display can be made very effective.

Exclusive Shop Adopts Progressive Policy

The Maison Boyle, Toronto, adopts cash basis and will charge for alterations — Follow-up advertising calculated to hold the interest of customers — Proposal to introduce children's lines and millinery — The exclusive store and the large departments.

NO garments sent out on approval, charges for alterations, adoption of the cash basis in buying and selling, the same careful attention given to every customer, opportunity first given to regular patrons to participate in special values in winding-up a season—these are some of the chief points in the policy of the Maison Boyle, Toronto's latest retail ready-to-wear establishment. It is an exclusive shop, its appearance inside and out is indicative of that fact, and its location at the corner of Yonge and Alice streets is in a part of the downtown section of the city which, to an increasing extent, is becoming noted for that class of trade. The head of the business is R. W. Boyle, who for two years was manager of the garment department of the Hudson's Bay store, Winnipeg. His confidence in the opportunities for the exclusive shop in a large city are based mainly on the advantages which he claims it offers to a very large number of people who prefer its service, its selection and its general atmosphere.

DISTINCT PLACE FOR EXCLUSIVE SHOP.

"We do not regard the large departmental stores as our competitors," he said. "Our contention is that we are getting a class of trade, and I think I may say it is the better class who dread the hustle and the too-general tone of a department. For these people, I am convinced, the exclusive store answers an important problem.

"We are specializing in garments that appeal by reason of their stylish novelty, not freaks, but lines which by reason of their appearance, their finish, their quality at once establish their correctness. Here also, it is possible to eliminate the annoying problem of duplication.

GOODS ON APPROVAL—WHEN PAID FOR.

"When we say that no goods shall be sent out on approval, we wish to have it understood that everything here is sold on approval, that is, before it leaves this shop it must be paid for, but if it is not satisfactory on delivery, we shall be only too glad to rectify the matter. That is the only correct basis for approval business. Of course, even where this plan is adopted there are problems—such as the return of a garment after it has been worn and damaged to a certain extent. It occurred to us that we might overcome that difficulty, should it arise, by the

Clayson GARMENTS TORONTO

Junior Trade Pays
Are You Getting it?

Are you one of the merchants who have found the keynote to the growing Ready-to-Wear business in the juvenile department?

Hundreds of merchants have increased their women's business to a surprising degree the first year after going in for

MISSES' AND JUNIOR GIRLS' DRESSES

You can do the same. Let us show our complete range—all bright and new, including the latest styles in design and cloth. Note this dainty example.



M 462—A neat, well-made Misses' Dress in English Storm Serges.
Sizes 13-15-17
14-16-18

The Clayson Co., Limited

Manufacturing Women's Skirts, Dresses, Misses' and Junior Girls' Dresses

280 College St. -:- Toronto

TRADE Feick MARK TRADE Feick MARK

Style 111



Price $9.00 per dozen

Our dresses are becoming well known to the trade for their style, quality and price. The above cut will give an idea of our values.

We are making a specialty of Misses' Dresses this season, and will be pleased to furnish samples on request of the newest styles and materials in this line.
Special attention to letter orders.

THE FEICK
MANUFACTURING CO.
BERLIN :: :: ONTARIO

adoption of some form of metal tag applied to the garment in a conspicuous place and which could not be removed without destroying the tag.

CASH AND NO ALTERATIONS.

"The cash principle is also being adopted. We pay cash for our goods, and we consider it only reasonable that people should do business with us in the same way. If the average merchant only knew it, he can save his salary, or his rent in discounts in the course of a year. We are positive of that result here. We are also charging for alterations because we think that the best way to do business with a customer. It does away with the somewhat indefinite proposition that's involved when the price of garment and alterations are lumped in one sum. Our salespeople must sell the garments on their merits. Alterations are another matter."

THE ADVERTISING.

In connection with the opening of the store one thousand neatly printed announcement cards were sent out to a selected list, in the preparation of which members of the staff with excellent connection among desirable people, assisted. This is being followed up with a booklet illustrating some of the garments featured.

"Special sales will only be held when the time requires them," said Mr. Boyle. "Towards the end of a season, when lines must be cleaned out, it seems to me that regular customers should first be advised of values offered. By the plan we have in view, letters will be sent out to selected lists announcing the values, and suggesting that they take advantage of the occasion. In the same way, when new goods arrive we intend to follow up our advertising by sending announcements to those most likely to be interested. This is merely a matter of service, and the idea is to impress the customer that with us she is something more than nonentity.

VERY FINE APPEARANCE.

The store has a depth of 115 feet and a frontage of 23 feet. The accompanying illustration suggests the very rich exterior appearance. The windows are set in mahogany and white marble, with leaded glass scrollwork at the top. There is no background to the windows, but in the rear of each a heavy brass chain extends from side to side. The window base is about eighteen inches above the floor. Wardrobes are in birch mahogany, divided by pilasters and with carved frieze. A room fifteen feet square, and with two dressing rooms in connection, for rich evening gowns is at the rear of the store. It is equipped with fine artificial lighting, an important factor in showing this kind of merchandise.

PROPOSES TO EXTEND.

Mr. Boyle has in view the introduction of a children's department and millinery. The occupancy of a second floor will be necessary for this extension.

Corsets Suit Draped Skirts

Modifications to eliminate suggestion of hip curves — Unbroken line at the back.

A few novelty ideas in corsets are making their appearance, but nothing that indicates any serious departure from existing lines. The big seller in the corset field is still the medium of high, long-skirted natural figure model. This model has established a firm hold both with the merchant and his customers and one that it will be difficult to combat as it is an easy model to sell. It gives comfort and satisfaction to the wearer.

For the better trade, certain modifications are being made to perfect this model for wearing with the new draped skirts and cut-away coats. All gowns show this draped tendency and if draped effects achieve their expected importance these modifications may form the basis of a popular selling model. The new idea is to eliminate all suggestion of curves at the hip or thigh and this has to be accomplished without sacrificing the flexibility of the figure.

In very high-priced corsets. laced front models are showing that are peculiarly adapted to the present style of figure. These models are made of silk tricot, and are remarkable for their low busts, straight flat hips and great flexibility. Another feature is the exquisite, unbroken line at the back that lends length to the figure and the absence of any suggestion of break where the corset ends. This effect is gained by using elastic gores.

Wholesalers Confirm Dating Changes

Montreal, Sept. 30.

A meeting of the wholesale dry goods merchants of the Dominion was held in St. John, N.B., recently, when matters pertaining to the trade were discussed. The changes in dating, as detailed in Dry Goods Review, were confirmed and other subjects of interest dealt with.

Among those present were:—John W. Little, Robinson, Little & Co., London, Ont.; B. Cronin, W. R. Brock Co., Ltd., Mr. Malcolm, Gordon, MacKay, Limited, and James Hardy, Jenkins & Hardy, Toronto; J. Garland, John M. Garland & Sons, Ottawa; G. W. R. Fraser and E. C. B. Featherstonhaugh, of Greenshields, Ltd., James Rodger and W. E. Cushing, Gault Brothers, Ltd., G. F. Cleghorn, W. R. Brock Co., Ltd., P. P. Martin and R. Martin, of P. P. Martin & Co., Montreal; Mr. Painchaud of Garneau, Ltd., and Mr. Beaudry, of Gauvreau, Beaudry & Co., Quebec; and Mr. Murphy of J. & J. Murphy, Halifax. St. John men present at the meeting were: W. H. Barnaby, Walter C. Allison and T. E. G. Armstrong, of Manchester; Robertson Allison, Ltd., W. E. Foster and Wm. Vassie, of Vassie & Co.

COATS W-W SUITS

RIGHT

just right, and that little phrase means more than you at first may imagine. It is most comprehensive in meaning, especially when applied to clothing.

The "W. W." coats and suits are right—they are correct in style — that's very important when you are offering them for sale; they are perfect in workmanship—and you know what a talking point that is; they are made of honest materials—honest in quality, right in style.

With the prompt and careful attention we give our patrons these points make a strong appeal to the man who knows 100 per cent. value when he sees it.

Drop a line for our new catalogue to-day.



No. 255—$10.50

The Wilson-Waldman Costume Co.

161 SPADINA AVENUE, TORONTO

WOVEN LABELS



Are Convincing Salesmen

If your goods are what they should be, label them. Label them with natty, attractive woven silk labels that are silent convincing salesmen at all times. They speak for you when you can't speak for yourself. Their language is silent, yet effective.

THE COLONIAL WEAVING CO., LIMITED

PETERBORO - ONTARIO

FAIRSEX

IF you are handling "Fairsex" Garments you have surely met with success and will need more. Success in Fairsex means repeats.
Let us know your requirements, and we will rush them to you.

If you are not handling "Fairsex" Garments you should give them a trial and you will have a pleasant surprise in the results.

"Fairsex" Garments have been satisfying the public for over a quarter of a century, surely they will satisfy you.

Give them a trial order to-day.

HUTNER CLOAK CO.

Specialists in Infants', Misses' and Children's Coats

52-56 SPADINA AVE. TORONTO



F 1526 **$8.15**
Velvet Dress with Heavy Lace Collar Cuffs and Jabot.
Colors Black, Navy and Brown.



F 1535 **$7.75**
Fine Serge Dress, Trimmed Black and White Velvet. Messeline Silk Collar and Cuffs. Leather Belt.



F 1536 **$7.75**
Messaline Silk Dress, with Robespierre Collar and Jabot, long sleeve.
Made in Black and White, Navy, Brown, Reseda, Olive, Copenhagen.

All that is New
All that is Exclusive
All that is Distinctive

For the Spring Season

We are showing a range of samples that will surpass any line we have previously shown.

Having all the latest materials combined with snappy styles and perfect fit for which our range has a reputation, we consider it to your benefit to see our line before placing your Spring orders.

"Three models which will make a good hit"

R. D. Fairbairn Co., Limited

107 Simcoe Street, Toronto

President—Rhys D. Fairbairn Vice-Presidents—F. J. Knight, W. C. Cliff

Please mention The Review to Advertisers and Their Travelers.



Fur coats are long and loose — Seal, pony, mole and caracul the leading furs — Many coats trimmed with contrasting furs — Squirrel chinchilla for sets and millinery — Novelties in civet cat and leopard.

EXCEPTIONALY good business is looked for in the fur department between now and the end of the year, for furs were never more favored by fashion than the present time. Furs of some description rank as a necessity for Winter wear throughout the greater part of the Dominion, and this fact coupled with the markedly general prosperity means that three great elements that go to make up a good season are present this year. Moreover, fur fashions were never more pleasing and becoming than those now showing, and the possession of furs as an article of adornment more desirable.

It is true that prices run high and that many furs that have long ranked as popular-priced are now held at a very high figure. In many cases substitutes have to be found or other and cheaper pelts are used to produce imitations. So perfect has the art of the fur dresser and dyer become that it is only the expert that can in many cases pronounce which is the real and which is the imitation fur. Bought from reliable firms furs of this kind give reasonable wear and are fully recommendable.

* * *

Features for New Coats

The fur coats shown for this season are either full length or 45 in. long. They have large shawl or fancy collars and Directoire revers and fasten well over to the side. Hudson seal is in high favor, and mole is used for fashionable coats. Pony, after a season of rest, is again selling and the same may be said of caracul only it is not so well liked as pony. Many handsome seal and mole coats are made up of reversed stripes, and as a rule when this fashion is chosen the fur is considered handsome enough without the addition of a trimming fur.

Wrap Coats in Vogue

The fur coat of to-day is decidedly a wrap coat and is cut on straight lines. These are loose and roomy in the upper part, but the skirt has no fullness and is tight at the feet. Sleeves are wide and set in without fullness or are continued Raglan fashion up over the shoulder. Many models are slightly cut away and not a few of them have a shaped flounce of the trimming fur.

A coat of pony, had a large shawl collar that was almost a cape, edged with reversed stripes of Hudson seal. The cuffs matched the trimming of the collar. The flounce was striped downwards, the stripes being shaped to fit. It was very narrow where it joined the collar and where the coat fastened with a large fur covered button, but around the bottom of the coat the flounce was fully 12 or 14 inches deep.

All pelts are cured as soft as possible and high grade furs are rendered quite as soft and pliable as a piece of plush or velvet. This feature nas led furriers to imitate the draped evening cloaks, but this feature comes only in high class furs, and is confined to show pieces and coats for the ultra city trade.

Ermine is combined with seal and mole and also with baby lamb, but on the more useful coats, skunk, racoon and fox are the chosen trimming furs. A feature of all the new coats is the handsome brocaded linings used.

* * *

New Neckpiece Model

The newest model for the neck-piece takes the form of a deep cape with stole ends, but the long, wide scarf or stole is decidedly fashionable. Fox furs are as popular as ever and are made both into scarfs and neck-pieces in animal effect. This applies also to mink and to racoon furs. Muffs are very large and

Ansley-Dineen Hat & Fur Co., Ltd.

TORONTO - - - - ONTARIO
WINNIPEG - - - - MANITOBA

Manufacturers of the

A-D Brand of Fine Furs
FURS OF QUALITY

If you have not received our Catalogue for 1912-1913 WRITE FOR ONE. SEND US YOUR MAIL ORDERS

The following representatives are now on their respective grounds. Wait for them, and inspect our line of unequalled values in

Hats, Caps, Straw Goods, etc.
The Line of Quality and Style for Spring

Western Ontario - Mr. F. H. Maulson
British Columbia - Mr. J. H. Bastedo
Northern Ontario - - Mr. H. Ellis
Eastern Ontario - - Mr. I. B. Bond
Maritime Provinces - Mr. W. W. Watt
Manitoba and Sask. - Mr. H. L. Jenking
Alberta & Edmonton Dis. Mr. G. S. Fanson
Middle West Ontario - Mr. H. Garratt
Western Ontario (Furs) - M. L. L. Seeley



Sole Wholesale Agents
CHRISTY'S LONDON HATS

These Hats are so popular that Christy Stiff is a household word and used for all makes. *If you want the genuine Christy* be sure it has the registered Trade Mark as shown opposite. These goods are world renowned. Also Soft Hats, Cloth Caps and Silk Hats.

WRITE FOR PRICES

Ansley-Dineen Hat & Fur Co., Ltd.

TORONTO - - - - ONTARIO
WINNIPEG - - - - MANITOBA

are in barrel, half-barrel and pillow shape. Barrel muffs have elaborately shirred ends to the lining, through which an elastic is drawn leaving an opening just large enough for the hand to pass through.

* * *

Squirrel Chinchilla

The latest fur novelty is squirrel chinchilla. This is squirrel dyed to imitate chinchillas. This fur is a soft silvery grey with handsome dark stripes. It is quite expensive and is made up into expensive sets. The only use so far made of this in Canada where bands are used on very high class millinery. Civet cat and leopard are novelty furs that are used for fur sets and for trimmings, but the effect gained is more curious and striking than beautiful, and it does not appear as though these furs would meet with very general acceptance.

* * *

Cairns' Fur Exhibit

J. F. Cairns' fur exhibit in the main building at the Saskatoon Fair was the largest showing made by any firm. It occupied a space 85 x 8 x 12 feet.

The background was composed of Arctic scenic paintings in white and cold green on beaver board, paneled off by columns, each column having a single electric light and small ornament on the top.

Furs of one kind only were shown, between panels, and each section labeled by paneled cards on the outside.

Large chandeliers and cone-shaped reflections on the inside of the arch and globe lamps in the arch gave lots of light.

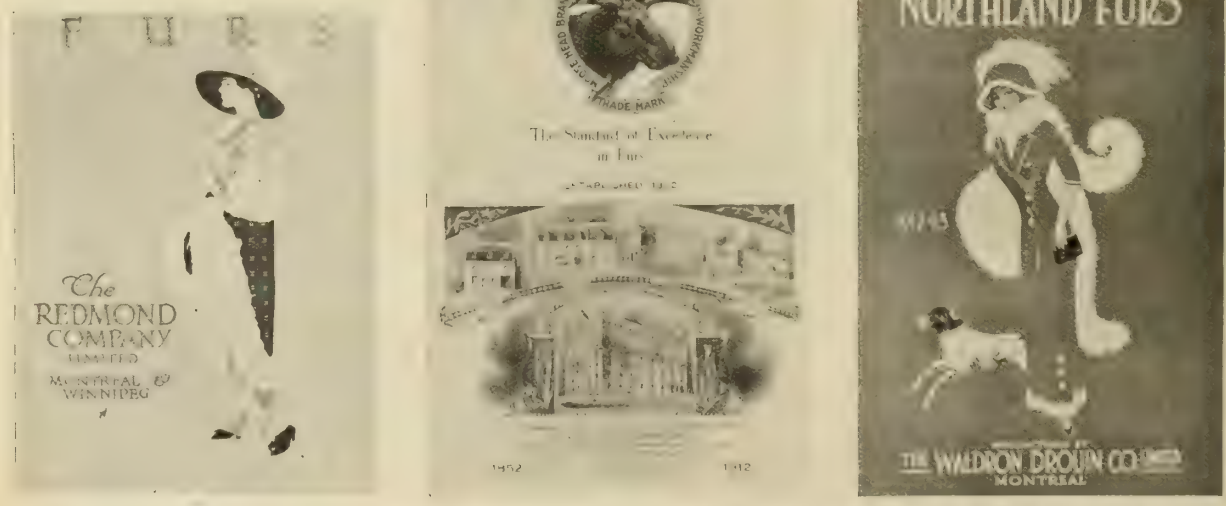
White outing flannel and artificial snow was used on the floor. Curtains were cerise with white ball fringe. Gold chandelier chains hung from post to post. It was arranged by Edwin Fraser, and proved successful both from an advertising viewpoint and as a leading feature of the fair.

* * *

County Judge Makes Them Pay

Discussing the proposal of the Ontario retail merchants' associations to organize a provincial credit reporting system, A. Bristol & Son, Picton, in a recent interview stated:

"No doubt a report on men who are notoriously bad pay, who move from town to town, would be very desirable if it could be arranged. In this town we think each merchant uses his own judgment and if the parties are earning any money there is no trouble to collect their accounts as our County judge has no hesitation in making people pay who can do so. In past years it was different; some County judges refusing to commit for contempt those who refused when ordered to pay by the court. With reasonable care on the part of the merchant the loss from bad debts should be very little indeed."



Covers of attractive catalogues issued by Montreal fur houses. That of the Redmond Co. is printed in gold, black and white on a bronze ground; that of the Waldron Drouin Co. in purple and white. The central cut is from the catalogue of L. Gnaedinger, Son & Co., showing growth of their business since 1852, when it was started in a building many times smaller than their present structure. The Ansley-Dineen Co., Toronto, also issued recently a very neat catalogue of 28 pages, illustrating their latest styles in fur garments and pieces.



FURS

Moose Head Brand

HIGHEST GRADE OF FURS
THAT ARE PRODUCED

ESTABLISHED 1852

OUR CATALOGUE IS A WORK OF ART
IN KEEPING WITH OUR LINE } Examine it

Any of the following are good for stock sorting:

CLOAKS	SEAL, MINK, PERSIAN LAMB, NEAR SEAL, HUDSON SEAL, MUSKRAT, Dropped ERMINETTE.
NECK PIECES	ERMINE, MINK. HUDSON SEAL, MUSKRAT, PERSIAN LAMB, FOX, WOLF, SABLE.
MUFFS	PERSIAN LAMB, FOX, HUDSON SEAL, MOLE, MINK, ERMINE, ALASKA SABLE.
COATS	A FULL LINE OF FUR AND FUR-LINED.

SLEIGH ROBES CLOTH CAPS

MOOSE HEAD BRAND FURS

L. GNAEDINGER SON & CO.

90-92-94 St. Peter St. MONTREAL

Successful Fur Demonstrations



Fur fashions and artistic display at the Saskatoon Fair. J. F. Cairns' exhibit, arranged by Edward Fraser. See description on preceding page.





"BISHOP"
COATS

—the height of man's comfort

They are genuine fur coats with all the appearance of the highest priced, though moderate in price.

They embody the well known "Bishop" qualities—good materials, perfect workmanship and comfort.

It is genuine value that attracts the dollars to "Bishop" coats.

See our range.

"BISHOP"
FUR ROBES

have the "Old Buffalo" outclassed.

Though robes are often termed to this day Buffalo Robes, there are really none on the market. The "Bishop" robe far excels the "Old Buffalo" in appearance and general service.

The "Bishop" is the robe of the day in Canada.

Stock a few this Fall.



The J. H. Bishop Co.

SANDWICH, -:- ONTARIO

The House of Exclusive Productions

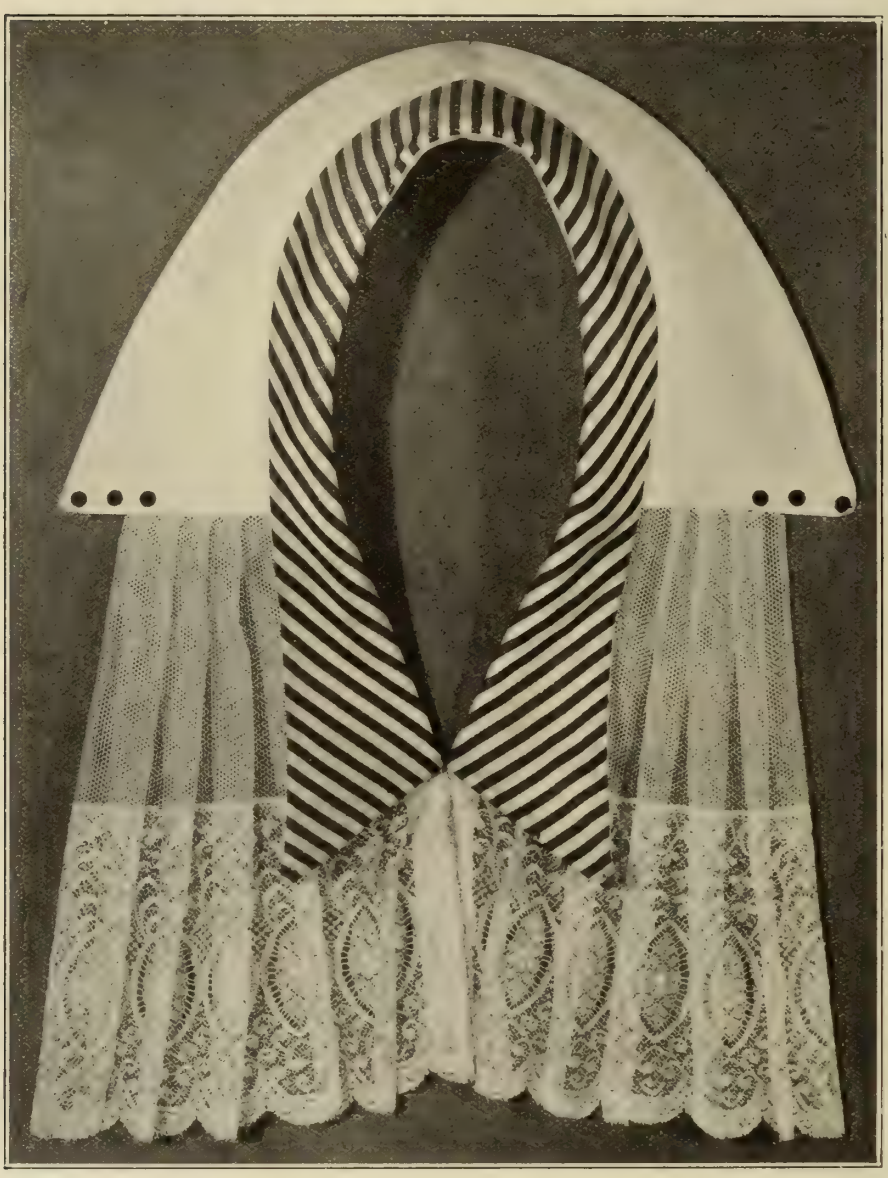
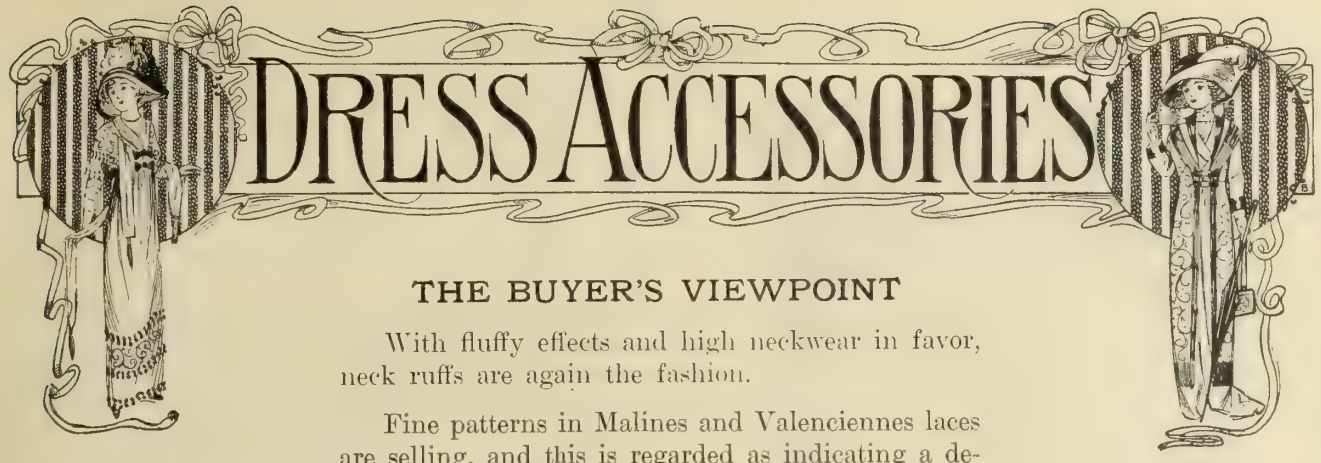


Illustration shows Robespierre Coat Collar from our big range of Black and White Novelties.

LADIES' WEAR LIMITED Makers TORONTO

W. F. GOFORTH, Managing Director

LADIES' WEAR LIMITED
84 WELLINGTON STREET WEST
TORONTO, ONT.



THE BUYER'S VIEWPOINT

With fluffy effects and high neckwear in favor, neck ruffs are again the fashion.

Fine patterns in Malines and Valenciennes laces are selling, and this is regarded as indicating a decided trend for Spring.

Fifty Cents, Lowest Limit in Neckwear Price

HANDLED rightly, there is no line more profitable, and more of a trade bringer than ladies' neckwear. To properly run this department requires some insight, and also a little courage. The insight is needed to see clearly the influence of changing conditions, and the courage is required to buy the novelties at the right stage to reap the advantage of being the first to stock new goods, and also, by means of the reputation gained for having the right thing, to get an adequate return for giving up the best selling position in the store to the ladies' neckwear department.

Though neckwear even when badly handled pays fairly well, at the present time there seem to be a great many conceptions of the business that would be all the better for a little careful re-consideration. For instance, there is the advancing standard of living all along the line, and the reason to find as to why the neckwear department should be the one to stand still in this respect. Cost of production is advancing, and in view of the increasing difficulty of putting out a really satisfactory piece of neckwear to sell at 25c., why should the sale of articles at this price still be the leading feature of the department.

Better Price—Better Design.

If the merchant will carefully consider his customers he will speedily become aware of the fact that there has been a decided change for the better in their circumstances during the past few years. And this change makes it possible to easily induce customers to pay a better price for the neckwear they buy. The value of a neck-piece lies largely in its novelty and becomingness and this feature is greatly enhanced when made of better materials. Designers are able to produce a much more saleable article when the price is correspondingly increased, and under present conditions it should be an easy matter for the majority of merchants to induce customers to pay a better price for what is really a better article.

Neckwear given a fair chance pays, but the point the Review wishes to bring out is that at present in many stores, under prosperous conditions, the ladies' neckwear department is not always run to the best advantage. A little change in policy would not only make it more profitable, but would also add much to its prestige.

The true fact is that many Canadian neckwear buyers regard the 25c. seller as the big business bringer, and many of them lack the courage to ask their customers to buy anything that goes above that figure. If this fear was well founded a few years back, it is perfectly unnecessary at the present time. Everything that a woman has to buy has gone up in price, and therefore it is perfectly logical to ask her to pay more for her neckwear. Moreover, the extracting of a better price should be easy when it is considered that she will be getting a better designed article for her money.

Conditions Favor Change.

Why not, under conditions so favorable, make the 50c. value take the place of 25c. as the lowest limit? This ought to be an easy matter in the majority of stores, and if the bulk of the department sales were made at 50c. instead of 25c. as at present it would mean that the merchant's profit on this department would more than double.

Never was there a better time than the present to bring about this change. There is a decided revival in the demand for neckwear due to the introduction of new style ideas and many of the most becoming novelties are of such a nature that the manufacturers are going to be hard put to it to produce attractive 25c. numbers.



Robespierre ruff collar of black peau de soie, lined with white satin; ruff of soft white chiffon.—Shown by R. D. Fairbairn Co., Toronto.

Big Season for Neckwear

Broadening vogue will contribute to strong demand — Medici effects are the latest novelty — Style favors high collar.

Though the Robespierre novelties have drawn attention in no uncertain manner to the neckwear department and the wide range of modifications in which they appear promises to be the big feature of the season now opening up, the Robespierre effects have by no means full monopoly of the neckwear business. There is no question, however, about the fact of the Robespierre idea being the dominating factor.

The latest neckwear development is the introduction of Medici effects. These, though taken from a different period of dress than the Robespierre, are practically a continuation of the same style idea—that is, the vogue of the high collar.

There are features about the Medici that would seem to preclude its use in popular-priced lines, and to confine the sale to high grade neckwear. Some Medici collars are pleated in Elizabethan ruff fashion, but the more common form consists of the transparent collar of lawn and lace, high and slightly flaring at the back and turning over in flaps or revers on each side of the neck in front. Like the Robespierre, Medici collars leave the front of the neck bare and have the becoming V-finish in front.

Though the Robespierre idea is so varied, and so many styles of collar are featured under this name, the Robespierres have by no means the monopoly of the neckwear business. There are Dutch and Quaker collars, collar sets, sleeveless guimpes, many attractive forms of jabot, and falls of deep shadow lace almost covering the corsage, and lace guimpes with lace shoulder falls that are highly attractive. Also there are many stocks both in tailored turnover and in fancy effects and a wealth of bow novelties.

Light laces seem to be preferred for made-up neckwear, though in contradiction Irish crochet is extensively used. Shadow laces decidedly lead in this class of neckwear. In the Plauen lace collars and sets the heavy laces are good, though by no means exclusively so, and some lovely sets are of net and light laces. The heavy laces most seen are Venise, macrame and Cluny. Very dainty, round embroidered collars with the cuffs to match are showing to wear with the simple tailored street dresses so much worn this Fall. These are a high-class effect and promise even greater prominence in the Spring. The sprig and Madeira work and the drawn or punched work that characterized the collars of the 1860 period are all reproduced and the sets are identical with those seen in the pictures of that time. These collars are a delicate ecru or old lace shade, and not only is this shade good in this line, but a very decided preference is manifested for it all through the range of newer neckwear. This is in keeping with the subdued rich colors that are now coming into vogue.

Black and white keeps its prominence, and there is some vogue for white and the darker shades of blue. Shot silks are also used, but the limited range of suitable color effects is a bar to any great prominence. Ecru net and lace combined with black net or chiffon is an idea that is taking. Touches of color are also advancing in favor. Cerise, in spite of its long run, is very prominent and bright reds are also good. Other colors used are National, Copenhagen, bright green and orange.

Novelty trimming touches consist in the use of leather and small gilt buckles. Clear crystal buttons are seen on popular priced neckwear, but the newer buttons are of jet or jewel colors, edged with a clear crystal rim.

Pleatings and frillings of all kinds are advancing in favor. Nearly every dress sleeve is finished with these pleatings and many of them show the pleat running up to the elbow. When these pleatings crush or soil they have to be renewed. There promises to be a generous call for pleatings all through the season.

NECKWEAR



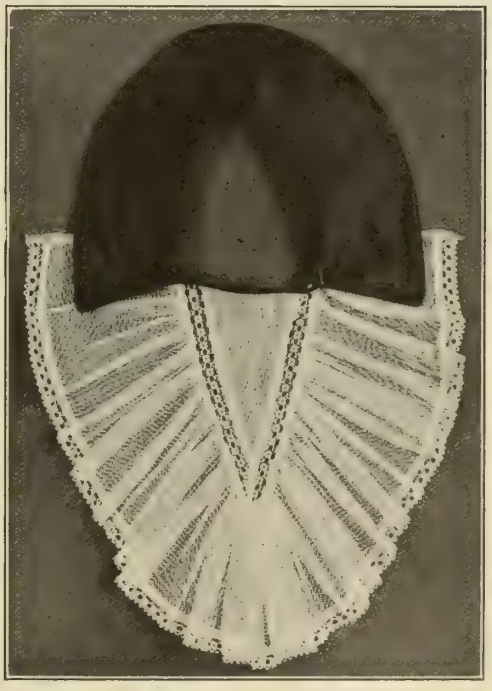
No. 9133 $6.00 Dozen

In Black Silk and White Pique, with Fine Maline Lace and Silk Buttons

THE LEADER
IN
NECKWEAR
IS THE
CHIC
AND
PRACTICAL
ROBESPIERRE
COLLARS

WE HAVE
A GREAT VARIETY
OF DESIGNS
WITH A
WIDE RANGE
OF
PRICES

Write Us and have Our Traveller Call on You.



No. 9130 $4.50 Dozen

In Black Satin and White Net, with Fine Lace Edging

FLETT, LOWNDES & CO., Limited

Manufacturers and Importers

142-144 FRONT STREET, WEST TORONTO, CANADA

Attractive Lace Patterns

Shadows and Bohemian patterns promise well for Spring selling — Demand for metal laces.

Early business in laces has been of a decidedly encouraging character and the prominence of lace for so many purposes leaves little doubt as to the future. Venise laces are staple but the gowns and wraps shown at the recent openings indicate that the tendency is running again strongly in favor of the lighter makes. Shadow laces are in high favor and they may be said to be almost the whole thing in neck-



Smart satin bow with pin of made satin flowers. Shown by Sandersons, Ltd., Toronto.

wear where, owing to the wealth of pleatings used, lace is an extremely prominent feature. Shadow laces promise to continue good over into the Spring season, both because of the growing vogue of light lace and because of the wealth of beautiful new patterns put out by the manufacturers for the Spring season. Bohemian patterns also promise to run into another season as they have not managed to become common this Fall and because they are showing in new combinations and ideas. Chantillys are generally favored particularly in wide flounces, and these laces share with shadows the peculiarity of the very straight edge.

The heavy Venise laces, on the contrary, run to points. It would look as though Cluny had become a staple feature of the lace department and the sale of the Nottingham Cluny bands made of linen thread is very large. This is not to be wondered at as the price is exceedingly moderate and the patterns are in close imitation of the hand-made lace. Moreover, these laces wash and wear exceedingly well.

As buying for Spring approaches, the influence of fashion in favor of light laces is increasingly felt. This influence is working not only in favor of Malines laces, but also to the advantage of fine patterns in Valenciennes laces. These laces give signs of an early return into higher favor, a tendency which the manufacturer is endeavoring to foster by the introduction of real lace patterns. This means the introduction of a welcome element of novelty in what has always been a staple lace.

Ruffs Feature New Vogue

Robespierre and medici styles the novelty —Ostrich and marabout effects in handsome styles

With fluffy effects and high neckwear strong, there is every indication that ruffs will again come into fashion. Neck ruffs are showing in chiffon and Malines and also in ostrich and marabout. Many boas and stoles are on the market and while these are to a certain extent staple there is a strong element of novelty in the ruffs of ostrich or marabout, or of both combined. These ruffs not only come in dog-collar style fastening at the back or side under a big chon of satin or picot-edged faille ribbon, but more ornate models are made of ostrich flues set so as to imitate the form of a pleated net ruche with a folded ribbon as the centre and finishing with a bow or chon at the side or back.

Pleated ruches of Malines in ecru and black and in pale evening shades centred with a line of black velvet and fastened with a bow of the same and further decorated with a spray of ribbon flowers are favored for holiday selling.

The new idea in ruffdom is the Robespierre and the Medici ruffs. These ruffs have the characteristic collar that go with these names set above fluffy, frills



Belt of patent leather bound with white. The novelty consists in the scalloped edge. Shown by R. D. Fairbairn Co., Toronto.

not pleated but fulled, of double chiffon and are finished in front with graceful bows and ends of velvet or ribbon. These ruffs are in the popular black and white, or blue and white, and anything smarter or more flattering to the wearer would be difficult to imagine.

The New Belts

The belt business has been encouraging for some months now, and the fact that patent leather belts are to continue over into the Fall season has received definite confirmation. The trade, however, is going a step further and is taking up the belt and sash idea. The new belts shown are of satin decorated with steel buckles and with the sash ends decorated with rows of steel beads.



Neuburger Embroideries

Have, by originality of design, quality of material, and values, a splendid reputation, in the United States and wherever they are sold.

The attention of Canadian embroidery buyers is called to our Montreal office—308 Coristine Building—where, for the convenience of Canadian customers, we are carrying stock of sample quantities between importing seasons. Our agent has a large assortment of attractive dress novelties on hand at present and buyers will find it to their advantage to make an early selection.

Our 45 inch flouncings and galloons on Voile and Mulle will be found especially attractive.

NEUBURGER & COMPANY

The Embroidery House

124 FIFTH AVE., - NEW YORK

Factories in St. Gall, Switzerland
and West New York, N.J., U.S.A.

Agent for Canada, Jul. Heim, 308 Coristine Building, Montreal

NOVELTIES FOR

Immediate Delivery

DRESS ACCESSORIES

in Canary, Chartreuse Gold,
Grasshopper Green,
Muskmelon.

VEILINGS, VEILS AND SCARVES

in White and Novelty Printed Colors.

LACES

in Avorio, Bohemian,
Reticello and Italian Stitch in
Linen, Cotton, Mercerized and Silk.

You can buy cheap quality and uncertain styles anywhere, but if you exact sure fashion and first quality,
shop at

Canada Veiling Company

84 and 86 Wellington Street West

Toronto

The Robespierre Collar

The Collar of a Century Ago



The Popular Collar of To-day.

No. 208—$4.25 Dozen

There is no need to emphasize the fact that "The Robespierre Collar" is one of the most popular collars of the present day, and the merchant who stocks this style for the Fall and Holiday trade will reap the benefit of big sales.

No. 208 has been a live seller with us, all our travelers report big business with it throughout their territory. Let us send you a sample dozen.

FRILLINGS

Patterns galore, qualities as many, and prices that are most appealing are included in our range of frillings.

You know the Sanderson Standard, and all we can say is that we are living up to it in our present showing of Frillings, etc.

Waists of Elegance

The new department with an entirely new stock is proving a big feature this season. Our range is meeting with the greatest success, which, when you see the complete line, you will say it is quite warranted.

DON'T MISS SEEING IT.

Sanderson's Limited

66-68 Wellington Street West **TORONTO**



Reid's Handkerchiefs

SOFT LAUNDERED · A.T.REID · HANDKERCHIEFS · A.T. REID CO LTD TORONTO

"Cloister" Hand Embroidered, "Chalet" Hand-loom Embroidered Fine Linen Handkerchiefs in proprietary designs, our special offering for Holiday Trade. Immediate deliveries in plain and fancy boxes. All prices.

A. T. Reid Co., Limited
Toronto



Reid's Neckwear

Newest Offerings in Neckwear for Immediate ana Holiday Trade. Robespierres and Robespierre variations are strong. Buy early, assuring good deliveries.

A. T. Reid Co., Limited
Toronto



RUSH ORDERS

always receive prompt attention at

"The Ribbon House of Canada"

Whenever you want

RIBBONS

Write or Wire and our **MAIL ORDER DEPARTMENT** will give you prompt and efficient service.





Look for this Label on your

RIBBONS

Walter H. Barry & Co.

Montreal

Winnipeg Branch { Sylvester Wilson Bldg. J. R. Galbraith, Manager



KLAUBER & CO.

ST. GALL, SWITZERLAND

EMBROIDERIES
Calais Laces

NEW YORK WAREHOUSE:
Broadway at 18th Street

TORONTO OFFICE.
T. H. Litster,
27 Wellington St. East

Pewny's Kid Gloves

Letter orders for

Glace Kid or Suede Glove Specials at $6.50, 9.00, 10.00, 11.50, 13.50, 15.00, 16.50, will be carefuly attended to.

Large stock of Long Kid Gloves now in stock.

We have at present a complete stock of unlined and lined Gloves for Fall, both in fine and working goods.

Place your orders with our travelers NOW for any special lines you may require for Spring and Easter trade.

GREENSHIELDS' Limited

MONTREAL



Manufacturers
and
Importers of

Novelties

in

Ladies' Neckwear

and

Aprons

A. & T. Hall
Limited

472-474 Bathurst Street
TORONTO

"P.C." CORSETS

Universally Favored By Dressy Women



The necessity of a wide range in size, style and price causes P. C. CORSETS to be sold BY THE LEADING MERCHANTS everywhere in Canada.

P. C. CORSETS are their own advertisement — the strongest kind of advertisement. Their merits never need be extolled to the woman who owns one. Those merits suggest themselves by the style and comfort a P. C. CORSET gives every day in actual wear.

If you would add life-giving vigor to a half dead corset department, put in a range of P. C. CORSETS. No other tonic can equal this.

Prices range from $4.50 to $40.00, and every corset wonderful value for the money.

Parisian Corset Manufacturing Co., Limited
Quebec
Ontario Branch—126 Wellington St. West, Toronto

PARASOLS AND UMBRELLAS

Special Attention to Letter Orders

THE IRVING UMBRELLA CO.
LIMITED

79-83 Wellington St. West - Toronto

£ Sterling £

"Conforming to the highest standard."

Novelty Lines for the Christmas Trade

See that your stock will be well provided for for the Christmas trade.

WE SPECIALIZE IN ALL THE LINES WE SELL.

Imported Neckwear—Lace Collars—Dress Sets—Coat Sets and Jabots.
Veils and Veilings.
Feather Boas, Stoles and Muffs in Ostrich and Marabout.
Evening Dresses and Tunics.

The Sterling Lace & Novelty Company
80-82 Wellington St. W. - TORONTO

L T V Co

SPECIAL

MONEY MAKERS

VEILINGS
LACES
BALL FRINGES

Also a complete new range of Allovers, Dress Trimmings, Motor Scarves and Lace Collars.

The Thompson Lace and Veiling Co.
LIMITED
76 Wellington St. W. -:- TORONTO

FANCY GOODS NOTIONS & TOYS



Toy novelties for holiday trade — Polished wood trays and Doulton pottery a popular fancy line — Three-inch embroidery hoop introduced for working initials — New auto bag has electric light — Vanity bags thin as a wafer

BUSINESS in the fancy goods section is very brisk at the present moment, and the nearness to the time for opening up the season for holiday selling is responsible for a quickening of activity in all lines. This is because merchants are eager just now after novelties to feature for Christmas selling, and because they are filling in present lines in preparation for the holiday rush.

An early start so that as much advance business as possible may be done before the hurried rush of the last two weeks is the rule in the majority of stores. Therefore, the first week in November usually sees the toy and novelty and the fancy goods section laid out and ready to do business.

The more staple lines of goods and those that do not actively participate in Christmas selling are crowded into smaller space or are made to give up their more favored locations for one less prominent and the room thus secured is devoted to the selling of strictly Christmas lines.

* * *

Featuring the Toys

There are some lines, such as toys, that will attract no matter where placed and the most usual plan is to locate a toy bazaar on the second floor. This plan has many advantages; for one thing it draws customers through the store, and gives an opportunity to show other lines. It allows also of the carrying of the same stock in different sections—a system which is decidedly helpful when the Christmas rush is on, as it means that customers are easier attended to and parcels checked and wrapped.

Toys are usually shown on temporary stands specially constructed for the occasion. These need only to be made of planking, gaily covered with colored cotton or paper. There should be a section of counter or a table of polished hardwood with a ledge all round for the showing of mechanical toys. If it is possible to have a tank also for the showing of boats and floating toys so much the better. These are essentials and the matter of providing additional decorative effect is one of store policy. But it should always be remembered that the beginning of that Christmas feeling, so good for drawing early holiday trade, always seems to begin in the toy section.

It is wonderful to note the careful attention embodied in the toy section and toys seem to reflect current events to the same extent as fashions. This is proved by the presence of Teddy bears of all sizes and kinds. Teddy is still a favorite with the wee folk, and this year is brought up to date by buttoning him up into a Norfolk coat. One of the latest ideas is the "Bull Moose" Teddy, suggested by the political situation in the United States. Prominent among plush animals is King Edward's faithful wire-haired dog Caesar, but the newcomer in the dog series is the French poodle with long silky mane and ears, sheared body and tasseled tail. Fabric dogs and cats, and cats covered with fur that mew when stroked or, when wound up, creep while mewing, are all shown in endless variety and in all sizes and prices.

* * *

Dolls, Mechanical Toys, Games

There is nothing really new in games, blocks, nor in children's picture books, but the variety in which they can be obtained makes up for the lack of novelty features. Other toys that children love are dolls' houses and toy stores. A novelty in this section, that will appeal to the small girl, is the kitchen cabinet like mother's. There is the bake board and the flour bin and spice jars and the tins and packages in miniature that go with the big cabinet. Dolls' irons, stoves, wash tubs and wash boards are other toy ideas that enchant the small girl.

Dolls are always one of the main features of the Christmas toy display and there is a remarkable and varied collection ranging from the rag baby to the Parisian beauty in gala dress. The introduction of

character dolls brought a new feature into dolldom and each season sees something new in this line. Sassy Sue, and the hug-me dolls, and the doll with the goo-goo eyes are the leading novelties in character dolls this year though this by no means makes up the list. For baby's delectation there are celluloid dolls that not only are unbreakable, but if put into water will float. Other floating toys are ducks, geese, swans and water fowl. These are produced in natural



"Hug-Me-Kiddies" doll novelty — Shown by Nerlich & Co., Toronto.

colors and very pretty. The good old standby, Noah's Ark comes in elaborate forms as well as in the cheaper lines, and truly lucky will the little one be whom Santa presents with one of the larger and more modern additions. Other toys of the same class are boxed Swiss villages with chalets, cattle and trees, farm-yards, menageries, a shepherd with his flock of sheep and many others of the same class. Then there are the military toys, the tin soldiers, infantry, horse and artillery. A new toy in this class is the soldier ninepins. In this game, soldiers form the pins and are knocked over by a bright-colored ball.

Trains come in all sizes and at all prices from the cheap iron engine and cars to the expensive model that runs by clockwork on an extensive track with signals and depot. In mechanical toys, there is a big array of steam and electric engines, magic lanterns and others. A new toy in this section is the viascope that shows photos in their natural colors. In the cheaper grades of mechanical toys that sell for 25c. up, besides the old friends, new ones this year are the turtle that moves slowly and with frequent stops across the board, and the dancing nigger that can be made to keep time to music. Then there is the never-stop see-saw, the trick elephant and the musical top that dances as well as plays a tune. There are also the push-and-pull toys such as the Derby rider, the butterfly, performing Bob and Jumbo and the circus trick horse.

* * *

Pottery Novelties

Pottery novelties are always good sellers and among those that are new may be mentioned Royal Doulton rail plates each showing a character from one of Shakespeare's plays. Another line of plates, vases, match-holders and other articles of the same class is decorated with scenes from Sir Roger de Coverley, or with knights in armour. For children's use are baby plates, mugs, sets of cup and saucer and plate showing the different nursery rhymes. Specially good sellers among novelties are the polished wood trays. These come in mahogany, walnut and light oak with nickel handles and corners.



Variety bag thin as a wafer, collapsible metal frame in gilt, silver and gun metal finish. Inside there is change purse; handle either leather strap or metal chain. These bags come in black and colored leather.



Automobile bag with electric light attachment in front of bag which is turned on by moving a small disc. The bag is fitted with hair and cloth brush, soap box and comb. These bags come in dull seal, goat seal and auto leather.



Envelope bag, long and narrow, fitted with purse, card case, memorandum tablet and mirror. There is a change pocket and strap handle. These bags come in black and colors in polished fine seal or long grained seal.

— Shown by P. W. Lambert & Co., New York.

Send for our new 500 page Catalog of Holiday Goods

This Catalogue gives full information concerning everything that is now in.

Toys, Dolls
Games
Fancy China
Glassware
Rich Cut Glass

Leather
Toilet and
Smokers'
Goods

With this catalog on your desk you will be in a position to make the best possible selection of holiday goods to meet the needs of your trade.

Going carefully over our Catalog is the next best thing to a personal and leisurely visit to our warehouse, while it possesses the additional advantage of taking up far less of your time

This Catalog is Free to Every Merchant

Send for your copy to-day and you will receive it by return mail.

NERLICH & CO.

TORONTO :-: CANADA

MONTREAL 301 St. James St.
QUEBEC 76 Bridge St.
WINNIPEG 52-54 Albert St.

A Well-Conducted Ribbon Department



THIS interior by Hanlan Robinson for R. McKay & Co., Hamilton, is interesting not only by reason of the brackets and decorations of pillars and ledges, but it has special significance at the present season, because of the way in which ribbons are featured. The display case shown here is on the left of the main aisle of the store and is always neatly arranged with dainty articles made up from ribbons by a skilled employe. Velvet bows, sashes, floral jabots and other accessories, cushion tops and many such articles form a most interesting exhibit.

The advertising value of such a display is evident, not only from the amount of business done over the counter, but also in the large number of special orders to meet individual ideas. It spells profit and quick turnover for the ribbon department.

Double



Covered

THE ODORLESS DRESS SHIELD

OMO advertising is expensive and appears in all the leading publications. It is placed to create business for the retailer.

OMO advertising is a strong selling force and will assist you in building up a profitable business if you carry OMO products in stock.

The dealer who stocks OMO is as safe on dress shields as on dress goods.

Retailers may with increased prestige warrant OMO. It is the dress shield that shields against discomfort and damage.

The Odorless OMO is guaranteed.

It is soft, smooth, light, comfortable, impervious and hygienic; made in many styles and all sizes, filling every dress shield requirement—this broad efficiency makes it economical to stock OMO.

Women know the Odorless OMO by reputation and advertising.

Also manufacturers of Infants' Pants, Bibs, Sanitary Sheeting and Specialties,

WRITE FOR SAMPLES AND PRICES.

The OMO Manufacturing Co.

MIDDLETOWN, CONNECTICUT

MAKERS OF
Quality Goods

DE GRAFF & PALMER
Selling Agents
222 4th Avenue NEW YORK
115 South Dearborn St., CHICAGO
38 Sansome St., San Francisco, Cal.

Embroidery Materials

Now that so much embroidery work is done there is a steady demand for embroidery hoops. The fact that the material is held securely so that it will not slip, and at the same time the fabric is protected so that no strain will be put upon it or no damage done is of first importance. One hoop that has these merits has a felt band or cushion recessed into the inner hoop. Another good hoop for heavier work has a spring attachment that expands the outer hoop and allows of the fabric being removed without damage. Both these hoops are now put on the market in 3-in. size. This is because of the demand for a hoop suitable in size for working monograms on linen, underwear and hosiery.



Irish peasant hand-embroidered doily edged with baby Irish crochet lace. Shown by John S. Brown & Sons, Toronto.

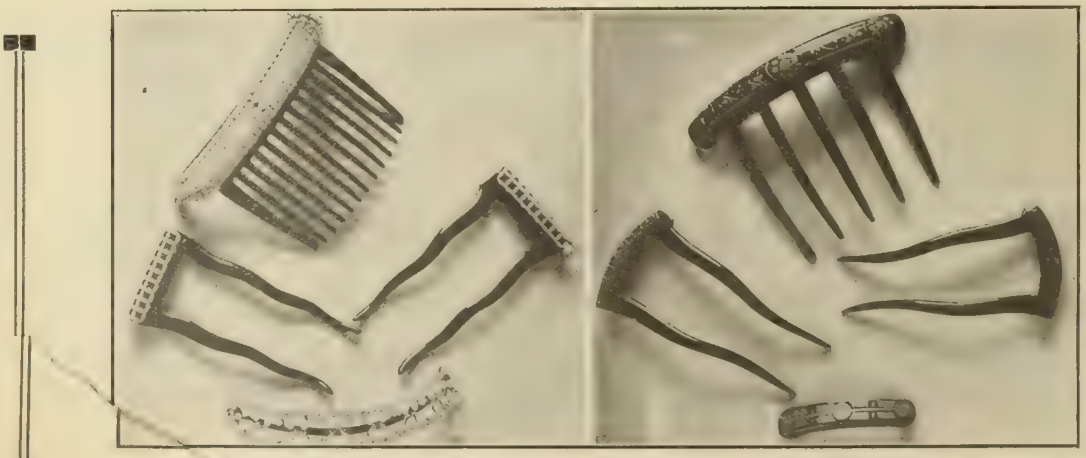
A new idea in a darner has a flat spring ring that holds the stocking firmly in place and does not require any re-adjustment until the work is finished. This darner has the advantage over common darning balls of not cramping the hand as the ring does the holding. Lace curtains can be mended with this darner, and it is useful for drawn work. The darner is made of wood and comes both in black and in natural wood finish.

* * *

Shopping, Vanity and Auto Bags

Bags are showing in big variety. Leather shopping bags up to date have been big sellers and now that the holiday season is approaching the sale of novelty bags is beginning. Bead bags are showing in jet and in colored floral effects, and there are smart vanity bags of moire made up exactly as those of leather.

The new vanity bags are thin as a wafer and are made in both black and colored leathers. Many of them have collapsible metal frames in gilt, silver or gun metal finish. Inside, there is a change purse and the handle is either a leather strap or a metal chain. A new chain that is both handsome and strong is made of little pieces of metal fitted together and forming a cord that is practically as flexible as leather. Now that the automobile is so popular a new bag that is fitted with an electric light attachment ought to sell well. This bag contains hair and clothes brushes, soap box and comb. The electric light is attached to the front of the bag and is turned



New styles of combs adapted to latest vogue in hairdressing. Shown by J. Palmer & Son, Montreal.

"JULIAN SALE"
FOR THE FINEST LEATHER GOODS

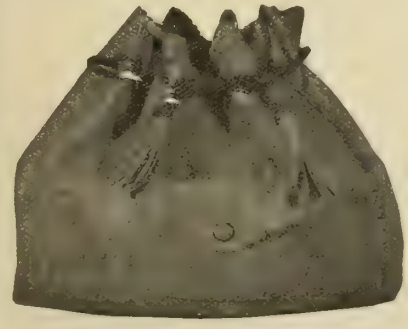
ATTRACTIVE HOLIDAY LINES THAT WILL PULL TRADE TO YOUR FANCY GOODS SECTION



Ladies' Hand Bags in greater variety than we've ever shown. Some very pretty lines for Xmas tr de.

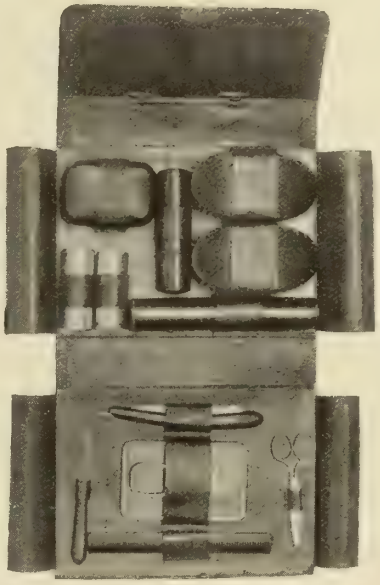


You should show a good line of Music Rolls and Holders—there's good demand for them.

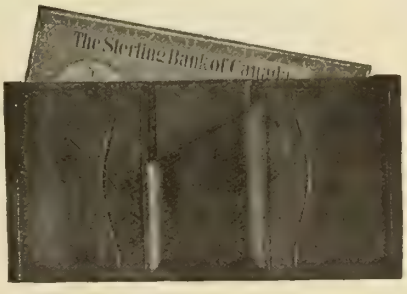


You appreciate the fact just as truly as we can tell you, that in a stock like we show there are a thousand - and - one things that make the most practical and useful things for the gift-giving season — lines that are being looked for because they are practical and useful. Our travellers are carrying the largest line of samples in such goods that they've ever stowed away in their sample trunks.

Jewel Cases, Soft Collar Bags, Flasks, Drinking Cups, Toilet Cases, Photo Frames, Cigar Cases, Tobacco Pouches, Ebony Brush Sets, Military Brushes in Cases, Hat and Cloth Brushes, Manicure Sets, Toilet Rolls, Mirrors, Safety Pockets, Fitted Stands for Club Bags, Soap Boxes, Perfume Bottles, Thermos Bottles, Gillette Razors, and many other lines suitable for gift-giving.



Dressing Cases for Ladies or Gentlemen - big line of them - good sellers all the year 'round.



Special lines for Men in Bill-folds, Bill-Books, Wallets, Card Cases, Letter Cases and other things.



OUR NEW CATALOGUE
is now in press—it's a most complete buying guide for the dealer—and we would be pleased to have your request for a copy.

The Julian Sale Leather Goods Co., Limited
105 King Street West, Toronto

on by moving a small disc. These bags come in dull seal, goat seal and auto leather.

The latest envelope bag is long and narrow and is fitted with a purse and card case, a memorandum tablet and a mirror and there is a change pocket and a strap handle. These bags come in black and colors and are made in polished fine seal or in long grain seal.

* * *

Linens, Favorite Gift Lines

Though fancy linens sell all the year round they are a very favorite gift line. No woman can have too much linen on hand; at any rate that is the way the average woman figures out, therefore a linen centerpiece, a runner or lunch set makes a present that while not too expensive, is always acceptable. Peasant embroideries are used as embellishment, and the high novelty this season is the edging of centrepieces, doileys, etc., with Baby Irish lace. Wide insertings of drawn work worked in antique patterns are new. Not so new but very handsome is the combination of Cluny and Madeira work. A new feature is to have the linen match in color the lace that is used to trim and therefore many of these pieces are of half-bleached linen, matching in tint the creamy tone of the lace. Cloths, runners, etc., are also shown in Arabian lace edging, cloths of natural colored linen. Popular-priced lines are edged with Arabian crochet or with Plauen imitation.

Novelty in Handkerchiefs

Elongated initials are the new idea — Single corners and straight side designs favored in embroidery.

Though the handkerchief is an all-the-year-round staple seller, the harvest of the year in this department lies in the holiday season. There is a big call at this period for all grades of handkerchiefs, from the very cheap to the very high-priced line. Buyers, however, are beginning to recognize more clearly that it pays to feature the better lines, and that instead of selling an immense quantity of the very cheapest lines that it pays the department better to sell the higher-priced goods.

As in other lines, fashions in handkerchiefs are subject to change. At the present time, fashion favors the narrow hem and one-cornered designs, although straight one-side designs are also featured. With the better class of trade, dainty floral effects in sprig-work are the ones buyers are taking. Initial handkerchiefs have always a big sale for the Christmas trade in all-priced lines. The new effect is the elongated initial. This long initial comes in the plain letter and is also entwined with a floral spray. The initial set in a circle or pointed oval of eyelet work, while not entirely new, is well liked.

Boxed handkerchiefs are always a feature of the Christmas trade and from all indications there is to be a bigger outlet than ever for boxed handkerchiefs of all kinds and all prices. When buying boxed goods the children should not be forgotten, and kindergarten effects and nursery rhymes in printed picture effects are always good sellers.

Smaller Hair Ornaments

The tendency in hair ornaments is for smaller adornments. Aigrettes are selling well, especially for very dressy occasions.

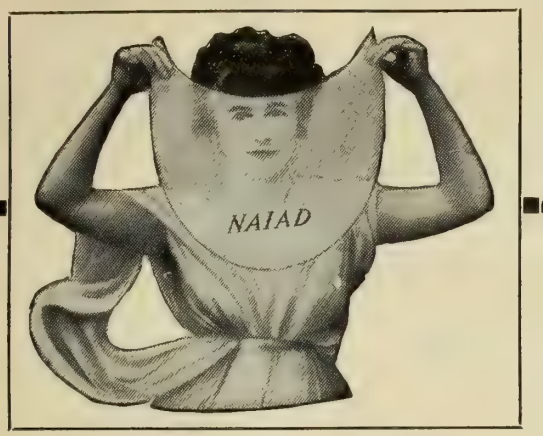
Among the newest styles of hair dressing are the Ondule chignon and the Chatelaine braid. The former consists of a wavy switch mounted on a comb. The comb is attached to the back of the head and the switch, divided into two pieces, may be twisted into a variety of forms either high or low on the head. In some forms of dressing a fancy comb is used at the back, slightly to one side placed perpendicularly, in other dressings, fancy two-pronged pins are used to good effect, one at either side of the head.

The Chatelaine braid is a neat-appearing, round-shaped dressing for the back of the head, somewhat on the style of the hair puff, and pins or combs are used with it also.

Combs have come in again with the new style of casque and some very neat designs are shown. In most cases the new combs are about three inches wide, while the bar which rolls over the comb itself, extends an inch or more beyond this width. While some plain designs are shown, the rhinestone and gold and silver incrustations continue popular: the same applies to the smaller two-pronged pins. They are worn either at the sides or back of the head.

Toilette Articles Now

Imitation ivory toilette articles, photo frames and other small articles are now being featured, though not entirely new. This year, a handsome line of small clocks is shown in imitation ivory. As they are not unduly expensive, they should appeal to the fancy goods buyer. Jewel cases, pin trays, hair-pin boxes, pomade jars, stamp boxes and small articles of like nature are being shown. The designs are ornate and artistic, and there is a solidity and durability that is sure to take about these dainty trifles. The base of the article is metal and the finish is a hard baked enamel. These articles are good-looking and decidedly inexpensive.



UNSEEN—NAIAD PROTECTS

Odorless Hygienic
Beauty Quality
Cleanliness Comfort

Here are six—and the list is not exhausted — factors that go to recommend

Naiad Dress Shields

to your customers. It is not surprising that this dress shield finds favor with the women of our land, and, therefore, with the trade. What the consumer wants the trade must keep.

Let us send you samples and prices.

Wrinch, McLaren & Co.
77 Wellington W., Toronto

Sole Canadian Manufacturers

The New Pompadour Arm Bags

Vogue for Fall and Winter
Ideal for Use with Muff



Another creation from the home of Leather Novelties—The New Pompadour Arm Bags. Leaders for Fall and Winter.

Strap handle a foot long. Conveniently carried over the arm, leaving the hands free. Ideal for use with muff. This freedom of both hands is important also in shopping.

There are many arguments evident at sight.

Made in a variety of attractive leathers. Lambert standards of workmanship. **Can be retailed at from $3.00 up.**

P. W. LAMBERT & CO.
Manufacturers of Fine Leather Novelties
64-66 Lispenard St. NEW YORK, N. Y.

Maintaining Interest During Gift Season

Methods adopted by Ross & Warmington, Chesley, Ont. — Beginning November first make separate displays of strongest lines selected for the occasion — How displays in cases are arranged to attract business

ONE week we will display handkerchiefs, another week gloves, another embroidery goods and so on until we have made a special display of most all the lines we have for the festive season," writes W. Creig, of Ross & Warmington, Chesley, Ontario, describing methods employed by the firm in introducing the gift season and maintaining interest to the end of the year.

SPECIAL FEATURE DISPLAYS.

"For the Christmas trade," he adds, "we usually change our window display twice every week. I have found this plan to be most desirable and a good stimulant for the fancy goods department at this time of the year.

"When the rush of the season is over, I would advise merchants to make an examination of everything left over and to make a sacrifice of profits. Cut the articles down to cost, push them on and carry as little over as possible. Goods never have the same fresh appearance the second year and the salespeople have not the same fascination for pushing the old lines that they have for the new.

These are methods I have found the most practical and satisfactory during my experience of about twenty years. Of course, what is suitable in one locality is not suited for another but the merchant who wants to make a success of the above lines must rise to the occasion and be ever on the alert. There is good money to be made from the novelty department.

USING THE SILENT SALESMAN.

"First of all, we are firm believers in the assistance of the silent salesman to push the sale of novelties.

"As the holiday seasons come round, commencing with Easter, we make an endeavor to have all our Easter novelties in stock at least two weeks previous; then we start making special displays both in show window and show cases (the latter of which we have three) and in interior decoration.

Then, as the season advances, we make displays suitable for the summer months.

EFFECTIVE COMBINATIONS.

"For instance, when we made a window display of dress muslins we would show along with it a nice piece of insertion or trimming, a white satchel, a sunshade, and a pair of white hose. If we were showing suitings we would have a card of buttons to match each piece shown, also a pair of kid gloves. It makes a display appear more complete and, repeatedly, if I have not sold the suit or dress shown I have sold the accessories shown along with the goods. The one class of goods helps the sale of the other.

"We make it a point to change our show cases at least once every week. By doing so, we have our cases appear to our patrons as if we were showing something different all the time.

"Silent salesmen lose their selling power if you dress them one week and don't touch them again for another three or four. You must change your goods around. What looks good in one position to you, may not sell the article, but change it to some other place in the case and perhaps the first customer who comes to your department may see the very article she has been looking for and the sale is made. We have seen this happen time and again.

"We are always watching for any new fad or style which fashion predicts, and we at once have a small selection from which we introduce it to our customers. Whatever styles take best we reorder in larger quantities. We feel our way as it were first of all before venturing too far in a new line

"Then, as the Christmas season comes along, we have all the goods which we have been buying during the year for that season on hand by the first of November, by the middle of the month we commence making displays and from that time on till December 25th we plug away, keeping at it all the time.

Factory
Liberty Ave and Warwick St.
Brooklyn, N.Y.

New York Office
438 BROADWAY



EMBROIDERED
Pillow Shams
Dresser Scarfs
Centre Pieces
Cushion Slips
Laundry Bags
Doilies

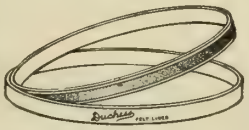
EMBROIDERED
Lambrequins
Pillow Cases
Towels
Bed Sets
Kimonas
Aprons

WISE BUYERS Use our embroidered novelties to put new life and profit in their department. **DO YOU?**

Embroidery Hoops

The Best and Most Popular Hoops on the Market.

"DUCHESS" HOOPS



The Felt Cushion protects the fabric and embroidered work from injury and holds either light or heavy fabrics tightly stretched. Sold for 10 years in over 18,000 retail stores.

Made in the round and oval shapes
"DUCHESS" (round) Sizes 3, 4, 5, 6, 7, 8, 10, 12 in. diameters.
"DUCHESS" (oval) Three sizes, 3x6, 4½x9 and 6x12 inches.



THE "DUCHESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

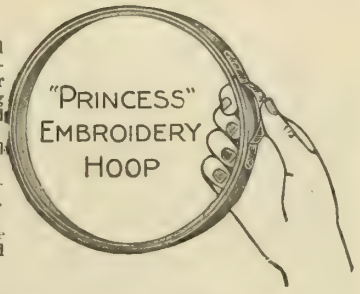
"ROYAL-OVAL" A lower priced, smoothly finished and carefully fitted, plain oval Hoop (without the Felt Cushion or Bow Spring.)

Made in Three Sizes

6x12 inches, for drawn work, pillow covers, etc.
4½x9 inches, a popular size for all kinds of work.
3x6 inches, for working designs on hosiery, etc.

'PRINCESS"

Has a nickel-plated bow-spring which adjusts itself to thick or thin fabrics, holding the material firmly and without injury.
Made in the round and oval shapes.
"Princess" (round).—Sizes: 3, 4, 5, 6, 7, 8, 10, 12-inch diameters.
"Princess" (oval) three sizes: 3x6, 4½x9, and 6x12 inches.





THE "PRINCESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"SPECIAL-SELECT" A lower priced, smoothly finished and carefully fitted, plain round Hoop (without the Felt Cushion or Bow spring.)
Made in Sizes: 3, 4, 5, 6, 7, 8, 10, 12-inch diameters.

Order To-day. Your Jobber can supply you. **THE GIBBS MFG. CO.,** CANTON, OHIO, U S.A.

Button Up To The Button That's Right

If you are a manufacturer or a wholesaler of buttons it will pay you to handle the Weyerstall buttons—they are right, the prices are right.

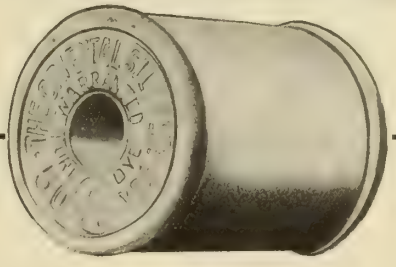
Being specialists we can supply you with your wants at any time. We invite your inspection of our line. We carry Ivory, Anchor, Brass, Hornoid, Pearl, Crochet, Fancy Metal, Furriers'.

Our PLAIN, FANCY and COMBINATION COVERED BUTTONS made in our factory are of large variety and very best materials.

We carry the largest range of import samples in Beaded, Silk and Cotton Fringes, Tassels and Dress and Furriers' Trimmings of every description.

A. Weyerstall & Co.

BUTTON MANUFACTURERS
Head Office: TORONTO, ONT.
Branch Offices:
WINNIPEG, MAN. MONTREAL, QUE.



Sewing Silk that will Stand the Test

Our 50 yard spools are warranted fast dye and will stand the strain of hard wear—all colors.

Try a Sample Order.
Your Customers will like it.

Handsome cabinets for displaying stock may be secured from us at half cost price.

Oriental Silk Co., Ltd.

52 Nazareth St. Montreal

This Business Started in a Very Small Way Seventeen Years Ago



THE merchant who by the equipment of his store, the quality and assortment of his stocks, and the general service given, leaves no room for the suggestion that people can do better by shopping outside of his town or city, is covering his field.

The Review's correspondent in the West sends a view of the dry goods section of the departmental store of Montgomery & West, Wetaskiwin, Alberta, and states that, in every sense, it measures up to the ideal described. The business was established in a small way 17 years ago, when the town was a mere spot on the prairie. It was acquired by the present owners in 1908, and since then has steadily advanced.

"The whole establishment, of which this is only a part," writes the Review's correspondent, "is one of the finest and best equipped department stores in any town of near its size in the West.

"The fittings, counters and shelving are of latest design, and the general appointments of the store are excellent. Some idea of the size of the store may be obtained from the fact that it contains 10,000 feet of floor space, every inch of which is utilized. The stock represents a high standard of quality, and there is no need to go outside of Wetaskiwin for anything in dry goods.

"Both members of the firm are from Prince Edward Island, which has given to the West so many bright business men."

SELL

Kleinert's

SHUR-ON HOSE SUPPORTERS

for Women and Children

PATENTED
DEC. 1900

HAMBLY AND WILSON

77 Wellington Street West
TORONTO

D.M.C. Threads
All Sizes and Shades

Eider Wool
All Shades

Berlin Wools
All Plys and Shades

Flossilla Royal
THE NEW FIBRE THREAD

BRIGHTER THAN SILK

FOR COLORED EMBROIDERY IT HAS NO EQUAL

Put in a Range

Color Card on Request

Stamped Linens

Cushion Tops

Linen Fringes

Wash Letters for Embroidery

NOVELTIES

A Complete Range to Sell From 25 Cents and Higher



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

UNFAVORABLE weather has retarded the early Fall season in men's wear departments and it is not surprising to find that some dealers have seen fit to feature special values somewhat earlier than usual. One good day of fair weather is sufficient to demonstrate that the buying inclination exists, but with rain and shine alternating quite regularly business has been somewhat spasmodic. The raincoat, however, has become an institution. It now finds a place in every man's wardrobe, and such is the demand that it has been found to be a difficult matter to fill orders. The hat department has also opened up fairly well, but the season has not yet developed its proper swing. Indications are, however, that there will be an exceptional run on soft hats, velours, scratch-ups, tweeds and in fact, every variety following the approved fedora lines. Clothing probably feels the handicap more severely. The weather has been against Fall overcoat business and on suits the showing is little better. Made-to-order business is now opening up and it is evident that more strenuous advertising methods than ever are being adopted in this department. Attractive windows are arranged with bolts or swatches, and newspaper advertising is being followed up with special sample booklets to selected lists.

* * *

Origin of the Raglan

With the Raglan sleeve so popular as it is now for overcoats, it may be news to some and interesting to many to know how this name first became applied to a sleeve. "I was told by a member of one of the best tailoring firms in London," states Fairchild's London correspondent, "that they were the original makers of this sleeve, and that they still have the first model of it that was ever made. It happened this way: After the Crimean War the Lord Raglan of that time returned to England with a broken arm, and a special coat had to be made for him, as it was quite impossible to get on an ordinary shape with any degree of comfort. The Raglan, as it is now known, cut with the very deep scye, was the style produced for him, and shortly after became a popular mode and was generally used. It has gone in and out of fashion several times since then, and at the present moment is, perhaps, at the height of its popularity."

* * *

Magnificent Clothing Section

Mandel Bros., Chicago, have just completed their new store at State and Madison Streets in that city. It rises 307 feet above ground, and the complete window frontage totals 381 feet and their floor area 2,692 feet. By way of special conveniences there are waiting rooms, rest rooms, retiring rooms, reading rooms, hospital, a theatre ticket office, railroad and steamship ticket office and a postal station. Change for cash purchases is made and parcels wrapped in the section where the purchase is made. There are no tedious waits.

The accessibility of the clothing department which is located on the second floor will probably be the greatest factor in the business which this department expects to do. A wide, carpeted avenue leads from both the State street elevators, another wide aisle leads from the north elevators, while one set of elevators open directly into the clothing department. In this way "all roads lead to it." On one side there are several separate compartments where a customer can be waited upon alone, with nothing to distract attention from his purpose. Cabinets and tables are all arranged so that wide aisles do away with a crowded appearance. On this floor and connected with the clothing section are the boys' clothing, boys' furnishing, boys' hat, youths' clothing and men's hat departments, each under the immediate direction of a specialist in these separate lines. Evening clothes



WEST POINT—

—the correct collar for this Fall and Winter

Feature this collar and you'll clinch the **paying** trade—the trade of men who believe in comfort as well as style. Space to slip around this season's **larger** ties easily.

TRADE W.G.R. MARK

The Williams, Greene & Rome Co., Limited
BERLIN, ONTARIO
Factories at Berlin, Waterloo and Hanover.

and automobile apparel also form a separate department, adjoining the clothing section. The new furnishing goods department occupies the space next to the north wall, on the first floor of the new store, and is considerably larger than formerly. A feature of this section is that practically all of the stock in the department is displayed. Reserve stock is all carried in the stock rooms. Neckwear is shown in a series of trays, or drawers, with plate-glass front, while the neckwear displays are in floor cases. Shirts are carried in wall and floor cases with glass fronts. The white shirts are each incased in a paraffine bag. Collars and gloves are carried in specially constructed boxes. Each collar box is labeled with the name of the collar and holds three sizes. For instance, the range 14, 14¼ and 14½ go in one box.

* * *

Make Windows Sell Goods

Show window advertising is receiving more consideration each day. The manufacturers are doing their best to get the retailers to display their goods, and are furnishing the finest lithographs and display materials that the advertising world has ever seen. Many manufacturers are publishing booklets, showing the best way to trim a window with their product. The manufacturers realize the value of show window advertising and know that if the retailers make the proper display of their merchandise their goods will be sold. By co-operating with the manufacturer, the retailer may increase the sales from his windows.

The retailer is awake to the fact that his show window is the most valuable space in the store. The show window indicates the character of the store. The passer-by judges the store by its show window. It can do more than newspaper advertising, as it demonstrates the real value of the goods by showing their color, their quality and practical use. The merchant in his window can follow up all the great newspaper and magazine advertising campaigns, and can get as much advantage from them as if they were published for him.

The advertising value of a window is lost unless the articles on display tell their story, and tell it quickly and to the point. A simple background, with merchandise arranged to suggest its use, forces itself upon the public and receives more consideration than any other form of advertising in use to-day.

Clothing should be shown to suggest its actual use. Don't try to get an artistic effect by tying a pair of pajamas into a knot with half a dozen ties. Show pajamas in the most simple way, and with them bath slippers or hose that match in color. The window that sells goods must be consistent.

A show window should be pleasant to look at—a pretty picture rather than an unpleasant nightmare. Let the window be cheerful. Early in the year bring into it some suggestion of Spring. A picture of happy children sells millions of dollars' worth of merchandise each year. Everybody loves children.

Let the show window cheerfully, honestly, and—if the merchandise demands it—with dignity say, "Come in."—The N. C. R. Weekly.

* * *

Accessories in New York Market

There is a frail report in the jewelry market that wrist watches are going to be in style for men—some men—this season, a fashion attributed to the general wearing of watches on the wrist by men who drive motor cars, motor boats and aeroplanes," states Men's Wear, New York. "It is not an uncommon thing to see men in foreign countries wearing wrist watches, as in Denmark, for instance, nearly all the soldiers wear their timepieces on their wrists, not alone to better protect them when lying on the ground in practice, but also because it is fashionable. Men's strongest objection to wearing wrist watches —that it savors of effeminacy—is passing out, so 'tis said, and the particular feature of advantage that lies in convenience is being given due consideration, but there are mighty few smart men in the market who confidently believe that wrist watches will ever become popular with our masculine sex. Some of the tiniest works of the Swiss watch manufacturers, however, may possibly be worn as scarf pins by men who seek novelties in personal adornment, but otherwise most of the timepieces will probably be found in their pockets. Wearing the watch chain across the upper part of the vest, from one breast pocket to the other, has become quite a fad with some of the smart dressers, while other young men about town show a preference for the bias fashion, from the lower left to the upper right vest pocket.

"According to some of the big manufacturers, the monogram and initial belts, on account of the extra large stock required, an assortment of styles, a range of sizes, and all the necessary letters, are not meeting with a great deal of success. The trade is taking well to the self-adjustable tongueless belt; it is so easily and conveniently tightened or loosened at will. The latest venture to be made by the belt and suspender houses in the way of holiday combination sets is the addition of hosiery to their lines, merely during the holiday season, and a few have also included handkerchiefs."



As an opening feature, the Geo. W. Bailey Co., Ottawa, held a special clothes show for one week, starting September 21.



THE BEST RESULTS ARE OBTAINED BY SPECIALIZATION!!

BUY FROM THE SPECIALIST AND ENSURE HAVING THE BEST

JUVENILES
OUR
SPECIALTY





SAILOR SUITS	BOYS' COATS
FANCY SUITS	REEFERS
TUNIC SUITS	BLOUSES
WASHING SUITS	KNICKERS

STYLES Up To Date
Shapes Perfect
MAKE The Very Best

The Serges used are made by Hamlyn Bros., Ltd., whose mills are at Buckfastleigh, Devonshire, which is a guarantee of durability and permanence of color. They are makers of the celebrated DEVONIA Plain and Fancy Coatings.

VANCOUVER
E. W. DEAN
324 Seymour Street

LANCASTER & CO. 1900 LTD.
VICTORIA FACTORY, PLYMOUTH
35-37 NOBLE STREET, LONDON, E.C., ENGLAND

MONTREAL
HARROWER & JOHNSTON
301 St. James Street

The Deacon Shirt Co.

Offer for Spring, 1913, any style you may desire in

OUTING AND WORKING SHIRTS

Soft Negligee Shirts, with Soft Cuffs, Separate Collar, Reversible Collar, Attached Collar, or without Collar. We have them in all desirable materials, When our traveller calls, go through his samples, compare prices, styles and materials. A look is convincing.

The Deacon Shirt Co.

BELLEVILLE : : : ONTARIO

ONE of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

Blames System of Ordering

Montreal, Oct. 1.

There has been a great deal of complaining this year by both retailer and jobber over late delivery of goods. Many merchants who ordered goods for Spring delivery did not receive them until June, July or August. In some cases, no doubt, labor troubles had much to do with the display, but it was not all the fault of labor conditions, according to some of the manufacturers. They lay the blame on the present system of ordering which, they contend, does not allow the manufacturer enough time to make goods.

Merchants will have to place orders earlier, they say, if they expect to have goods delivered at the proper time.

The Canadian representative of a manufacturing concern, with factories in England and on the Continent, doing a very large business in Canada, said in discussing the situation, that merchants who want to get proper service, to select special lines and have the pick of the market, should place spring orders about June 1st, preceding. As it is now, the bulk of the buying commences about the 1st of September.

"The present system," he went on, "is almost impossible. We positively cannot manufacture in the time the retailer allows. We must have more time to make up goods. We are doing the best we can, but it is a physical impossibility to get an entire season's orders out in three or four months. The retailers should co-operate by placing orders earlier. We have been preaching this every year, but it avails little. Here is how it works out. Say we get our orders in early in September and send a batch of them away about the 15th. It is about a month later, or say October 15th, before they are under way in the factories. Allow three months for manufacturing, (and in order to keep prices down, some of our processes are necessarily slow), it is January 14 when the first shipments leave the factory. Then figuring the usual speed of freight transportation from the factory to the railway or steamship docks, and on to our warehouses here, where we open, distribute and repack the goods, it is about the first of April at the earliest, when the retailer receives his order.

"Of course, the retailer says he does not want to order early—he wants to wait and see how he cleans up this Spring's goods before ordering for another year. Still, he could order say 50 per cent. That would enable us to get an early start on the goods and keep our factories running evenly instead of trying to crowd six months' work into three months. We are willing to take some chances in making goods ahead and anticipating the demand, but by co-operation, we could give a much more satisfactory service. This applies, I believe, to almost all lines of manufacturing."

Buyers' Guide

PROFITABLE LINES

for your Notion Department Collar Pins, Beauty Pins, Ladies' Cuff Links, Bead Necklaces and Ear-rings to retail at popular prices. Write to-day for samples.

R. A. PHILLIPS

The Notion and Jewelry House

77 YORK STREET, TORONTO

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

Condensed Advertisements

An advertisement under this heading will cost you two (2) cents a word for first insertion and one (1) cent a word for subsequent insertions, and your advertisement will go to 5,000 merchants each month

AGENCIES WANTED

AGENCIES WANTED — FOR MANITOBA, Saskatchewan and Alberta. Specialty lines to the retail dry goods trade. Address J. R. GALBRAITH, P.O. Box 765, Winnipeg. (tf)

PRINTING

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

MISCELLANEOUS

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Co., Limited, Toronto and Ottawa. (tf)

ELLIOTT-FISHER STANDARD WRITING-Adding Machines make toil easier. Elliott-Fisher, Limited 513 No. 83 Craig St. W., Montreal, and Room 314, Stair Building, Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating and Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

FIRE BUCKET TANKS AND OILY WASTE Cans cost little and soon pay for their cost in reduced insurance rates. Large reductions result from the installation of Fireproof Windows, Doors and Skylights. We are specialists in these lines and can quote you a close price consistent with really fireproof goods. A. B. ORMSBY, Ltd., Toronto and Winnipeg. nov12

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge Street, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, Sole Agents for Canada.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00, and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide Street West, Toronto, Canada. (tf)

A want ad. in this paper will bring replies from all parts of Canada.

HINTS TO BUYERS

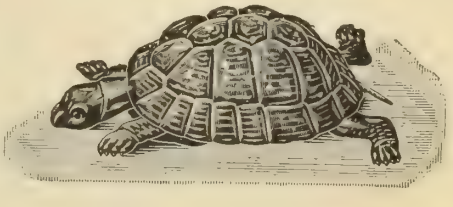
From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

PAMILLA COTTON.

Pacific Mills, Boston, Mass., with mills at Lawrence, Mass., have perfected a new dress fabric, known as "Pamilla" cotton. They have concentrated not only upon its construction but also in the preparation of colorings of the various designs. Their conviction is that it is a fabric which for real worth and superb appearance is the finest product of American looms. They propose making it one of the best sellers in the dry goods trade.

CLAVIEZ TABRIS CARPETS.

"Claviez" Tabris carpets, of which Otto T. E. Veit, Toronto, is the selling agent, are artistic reproductions of Oriental carpet weaving. The materials, the colors, the design, are such as to secure that elegant appearance, the short pile, and fine tense texture characteristic of the real Oriental. They are the productions of the German firm of Sachsische Kunstweberei Claviez, who for a number of years have been specializing very successfully in rugs which embody the prominent qualities of the real old Orientals, the originals of which are in private hands and can only be had at exorbitant prices. prices.



The Walking Turtle Toy, shown by Nerlich & Co., Toronto

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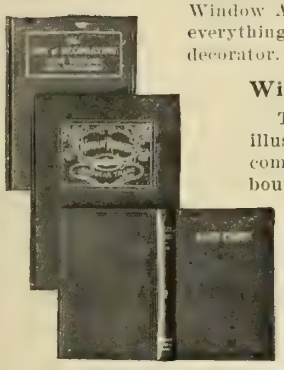
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WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

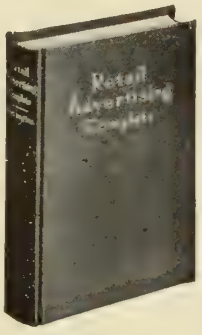
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

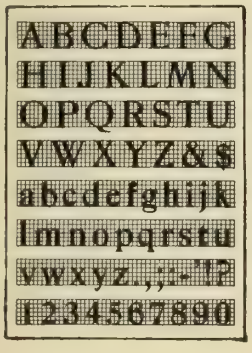
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50



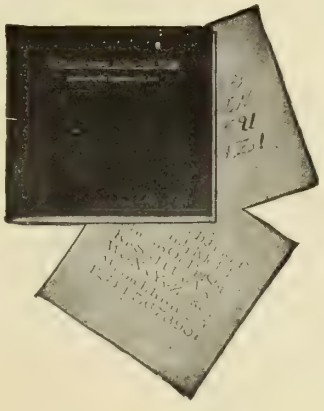
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them.$1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid, ... $1.50



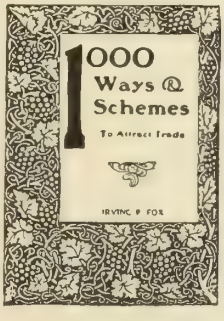
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods. Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**



All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

Facts When You Want Them



You can have, at a moment's notice, an accurate, up-to-the-minute statement of the important items of your business if you use

The National Office Register

This machine makes printed records of office transactions and adds and classifies what it prints.

It compels a correct entry, furnishes information and protection on moneys handled and records kept, and at the same time an immediate personal audit on any or all departments of the business.

It saves time, labor and expense, and simplifies office system. Can be built to meet your particular requirements.

Write for Free Booklet.

The National Cash Register Company

Headquarters for Canada: 285 Yonge St., Toronto

CANADIAN FACTORY: TORONTO

DRY GOODS REVIEW

Vol 24 No. 20



PUBLISHED SEMI MONTHLY
OCTOBER 16 1912

The Western Leather Goods Co., Ltd.



2122—Genuine Seal, leather lined, inside purse. Imported German frame of highly polished silver combined with Gunmetal finish. Retails for **$5.00**
Similar bag in Goat Seal retails for **$3.50**

We manufacture:

Fitted Toilet Cases, Collar Boxes, Gentlemen's Wallets, Purses, Bill Folds, Etc.



2075—Made in real seal, seal goat, alligator, calf and sea lion goat. Retails from
$5.50 to $10.00 Each



1016—Goat Seal, a very artistic looking bag. Made to retail at
$2.75

Ladies' Hand Bags,
in two hundred varieties.
Ladies' Purses, Ladies' Belts, Boys' Buster Belts.

Write and our representative will call on you.



899—Made in genuine Morocco, Suede, Calf, and other leathers. Has inside frames. A very dainty bag for any woman. Retails at
$3.50 $5.00

The Western Leather Goods Company, Limited
1191 Bathurst Street, - - - - TORONTO

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. October 16, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

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FRANCE—
PARIS Desbarats Advertising Agency 1 Rue Rossini

SUBSCRIPTION PRICE:

Canada, Great Britain, Australia, South Africa and the West Indies - - $2 a year
United States - $2.50 a year
Other Countries - - - - - $3 a year
Single Copies - - - - - - - - 10 cents

Invariably in advance.

Favor Credit-Reporting System

THE opinions expressed by progressive retailers with reference to the proposal that a credit-reporting system be organized for Ontario, indicates that in the towns and cities in which they are doing business, credits are being pretty well handled. In few instances have these merchants found it necessary to adopt a co-operative plan by making their knowledge available to others, but have reduced the risk by applying the limited plan—that is, no accommodation is granted beyond a certain period. This is adhered to so consistently that people who might otherwise be inclined to over-run their ability to pay, respect the policy of the house. One merchant points out that in the case of habitual delinquents the county judge, who appreciates the conditions under which modern business is conducted, has rendered material assistance in straightening out the credit problem. His decisions have made it understood that accounts legally contracted must be paid.

In no case does a merchant declare that a credit-reporting system would not be a good thing, but the point emphasized in one interview is that unless it can be operated at very little expense, the merchant who has his credits well in hand would hesitate in supporting the proposition. The machinery must be simple and effective. Should the cost greatly exceed the amount which the merchant now considers

POINTERS THAT ARE MONEY-MAKERS.

From the Review's Ottawa correspondent: That it pays in a score of ways for a dry goods merchant or men's furnisher to take a paper like the Dry Goods Review or Men's Wear Review is the testimony of G. W. McKibbon, a successful dry goods merchant in Ottawa.

"I get a number of very useful ideas out of the Dry Goods Review," he said the other day. "Several of these ideas I carry out to my advantage as I have proved. Suppose you experiment with one idea or suggestion given in such a trade paper as the Review, and it attracts half a dozen people to your store to buy goods; then it has paid you to subscribe to such a paper. In the course of a year I get pointers from the Dry Goods Review, (which by the way I read religiously) that are money makers for me."

he loses because of the lack of such system he may not be inclined to support it, overlooking the fact that it may minimize future losses. To obtain from merchants everywhere their lists of undesirable customers with a no-pay reputation should call for no great amount of work, and to have these filed for reference purposes in the central office of the representative association is an easy matter, entailing very little expense. Should a merchant desire a report on a doubtful customer the information would be easily available to him, provided the file is thoroughly representative. The simplicity of the system appears to be such that some surprise may reasonably be expressed that it has not been adopted long ago, as one of the objects of retail organization.

Ready for Gift Season

TOO late, by one month, is the merchant who, with the first week in December, prepares seriously for the Christmas season. The word seriously is used here because it describes the attitude and the policy demanded by the opportunity. A merchant can look calmly out from his office, confident in the feeling that Christmas business will come anyhow, and that it doesn't make much difference whether his store and his stock look the part or not. He may forget, however, that the amount of business which he does is restricted exactly by the impression which his store imparts, and by his own evident appreciation of the festive season's demands. If this is marked by indifference, then the same word will apply to results.

The Christmas season is regarded by some merchants as the best time of year to clean up those novelties that have been hanging fire. Price is the main consideration. In showing goods it is not necessary to emphasize the merit of lower and less profitable values. The merchant has better goods, and the people are in a frame of mind to consider them. If he can cause a run on gloves at $1 or better, why divert attention by a noise about twenty-five cent lines? The advantage of this latter kind of business in the height of the season is questionable. The people are interested in better goods for gifts, and the point is that this period must come through on a profit-paying basis. All advertising should have that object in view. ,

The store's decorative scheme must be worked out in a way to suggest the spirit of the season. Salespeople must be experienced. There are departments always more or less inactive at this time, and their staffs can assist in handling the rush, but they must be prepared. Last minute coaching is most unsatisfactory.

While the rush is on, it is no time for excitement, perplexity, ignorance of stocks, failure to size up requirements. The battle is half won if plans have been well laid beforehand.

Revise the Price Limit

BECAUSE he has found that a certain line or article is a good seller and that his salespeople favor it because it is easy to sell, should not blind the merchant to the fact that he may be making little or nothing on that line, or that the market may contain an article that will sell just as well, give as good satisfaction from the viewpoints of quality and style and leave him a better profit.

The merchant may be running along in a groove inspired by previous experience rather than by the practical opportunities of present-day merchandising and accurate knowledge as to increased costs of doing business. His ideas as to price limits have probably not been changed in the past five years. He buys an article for 57½ cents, sells it for 75 cents and is satisfied, because he has done the same thing season after season. His buying may be beyond criticism, yet the impression that he conveys by his price limits, indicates that he is not applying his best business sense. He argues that the mail order houses are selling the same stuff at 75 cents and that he must compete. But a factor that has helped a good many merchants under these circumstances is their refusal to take it for granted that the market did not contain some more profitable feature in the same class by which to hold local trade. They refused to accept the price limits set by general conditions of trade, but set a limit of their own based on confidence that they had the very best that the market could do for them.

There are three reasons for the so-called disloyalty of the local customer. One is that she knows too much about stocks in local stores—or thinks she does—another is that she doesn't know enough about them, and the third is that the merchant does not always know enough about the actual inwardness of the market. The solution in all three rests with the merchant. He requires the analytical sense in order to have confidence that his selcctions are right and that they will do him justice so far as profit is concerned. Confidence, bright advertising, and revision of price limits will do the business.

Now is the time to prepare those lists of gift suggestions. A small booklet or folder listing articles that are particularly suitable and which the store can supply, would cost very little, when one considers how they are appreciated. Large city stores make use of this idea every year.

The New Department Idea

A DEVELOPMENT of the departmental idea which would seem to suggest a solution of the problem of prohibitive rents and poor location in congested centres, is that of leasing to separate individuals the departmental spaces in buildings especially designed for merchandising purposes. In stores, as in almost everything else, there are so-called latest styles, and a suggestion that comes from a magnificent example just completed is the arrangement of departments in the form of interior shops or bazaars. In this way no department overlaps or interferes with another and each is conducted as a separate concern, though under one management. Buildings such as these are now being applied to a more advanced form of enterprise. Syndicates or companies owning them are leasing space therein to merchants desiring to carry on different lines of business therein. The plan makes for concentration and gives individuals all of the advantages of the departmental store. Such an establishment was opened a few years ago in Germany under the name of the Passage Kaufhaus, and the idea is also being adopted in the United States. In fact, "Departmental Space to Rent," is the heading sometimes noted in newspapers and magazines.

When a firm desired to drop the responsibilities of management involved in a large centrally owned store the plan would seem to offer a practical alternative, and at the same time give to ambitious young men the opportunities they are looking for.

Firms considering the erection of new buildings will watch with considerable interest the record of the bazaar-planned store, whether they lease or retain the management of the different departments.

The Passing View

Who is making the profit in fur selling? The man who is acting on the fact that good salesmanship and live advertising are the main factors toward that end.

A gift season's business up in the air means that somebody is due for a bad bump when it is all over and the record is seen to be anything but satisfactory. Plans well laid two months in advance will produce a different story.

Merchants find that regular advertising which carries with it some semblance to a budget of news, generally appeals strongly to the people. This would seem to prove over again that the more genuine information the merchant places in his advt. the better will it perform its message. Advts. issued under the heading "Smith's Store News" or whatever the merchant's name should follow up the suggestion conveyed by the caption.

Merchants have found it to be good advertising to attach some special significance to at least one day of the week. Call this "Bargain Day" or whatever name he prefers, the merchant is educating the people to connect his store with a definite fixed idea in their minds. This has the same result as the specialty idea in advertising. Emphasis on one thing will generally bring a response where generalities fail

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In preparing for a good Christmas business, the merchant should not forget the importance of sweater coats and knitted novelties. These lines are most appropriate for the gift season and should be given prominent location in the display and newspaper advertising.

The merchant who states, in discussing the year-round-half-holiday proposal, that the holiday season is now long enough, was probably speaking for his employees as well as for himself. Over-exertion in having a good time sometimes renders the employees more fit for relaxation after vacation than before.

When the fur season opens up, the merchant who is handling a fair stock and knows his business will forget the so-called problems which always furnish food for conversation during the dull period. Good fur sales call for enterprise from one end of the season to the other.

Those merchants who are now bringing to light the toys that were left over from last Christmas season could not do better than consider the advisability of carrying a toy section all the year through.

Features Of This Number

Closing the Books.

Review's Information Bureau.

Practical Methods for Boosting Business.

Year-Round Half-Holiday Not Popular.

How Would You Conduct Season's Advertising.

Featuring Made-to-Measure Clothing in the Men's Wear Store.

Who is Making the Money in the Fur Business?—Fur Department.

Men's Wear Section Containing Style News, Display Illustrations and Trade-Winning Methods.

Good Advertising.—Who is Responsible for Error in Price?—Newspaper Make-up—Notable Advts. Used on Important Occasions.

Practical Methods That Boost Business

Shields & Co., Palmerston, adopt specialty advertising to arouse local interest — Buck's cash store, Eburne, B.C., has used samples to advantage — Lessons in needlework — Making the store newspaper attractive.

THE advertisement that contains no item calculated to arouse special interest among people to whom it is sent has no great excuse for its publication. It lacks the animate appeal to curiosity. It does not invite the second glance and is lacking in the qualities of good salesmanship. Merchants are finding out that it is definite news value of one or more items which captures attention for their advts. They find that it pays to specialize in a definite feature rather than in a host of things which leave no clear impression upon the mind of the reader.

"Every page of the mail order catalogue contains this specialty idea," said a merchant to The Review, "yet we, as retailers, are making the mistake of giving our advts. a too general tone. They don't hold the attention that we would like them to hold. The ideal advt. is the one that is expected in the home."

• • •

Store News Special

An advertisement for Shields & Co., Palmerston, is reproduced here. This firm states that it is a kind


STORE NEWS

SPECIAL

Displays of Ladies' Ready-to-Wear Garnment

Wednesday Sept. 18th

Morning, Afternoon and Evening

We purpose showing a complete line of Fall Suits and Coats

Exclusive style and lowest price

We take special measurements at no extra charge.

A chance to place your orders before the rush and get quick delivery.

Thursday, Sept. 19th

All Day and Evening

we will display sett of Manufacturer's Dresses (cloth, silk chillon, nette) suitable for evening dresses or street wear skirts and fancy blouses

SHIELDS & CO.

DIRECT IMPORTERS

The specialty idea in advertising—Shields & Co., Palmerston, state that these kind of advertisements are holding local trade.

of advertisement which is arousing great local interest. It is 9x12 inches in size and is issued in the form of a "Store News" page. Its chief value consists in the fact that it specializes and uses cuts which illustrate the season's correct vogue. It announces in a readable way what the store is doing and what it proposes to do, and hence creates the reason for a visit to the store. It must be remembered that this is a store in a small town, a store that offers "market value for butter and eggs." Yet the advertisement indicates the right idea in running special features—nothing is allowed to obtrude upon the idea emphasized.

• • •

Enclosed Samples with Advertisement

An advertisement on somewhat similar lines is that used by Buck's Cash Store, Eburne Station, B.C. It is 10x19 inches, and neatly arranged under the heading, "Buck's Store News." It contains news of several different lines, but the special feature has not been overlooked. A panel calling attention to new flannelettes was placed in a prominent position.

"We circulated this advertisement through the mail with very satisfactory results," states Mr. Buck. "Samples of the flannelette were enclosed with the advertisement. I find it pays well to send out samples of the staple lines. I send out prints the same way in the Spring. Cut about a yard or as much as required off each piece as soon as they come in and have them stitched across with the machine about 2 inches apart, they can then be cut into long strips, and cut as needed into little books and given to those asking for samples, and it has often been a cause of annoyance to wait on them. I find having them ready to hand out is of great value as they can be made up when one has time, and it saves tearing up the stock merely to cut samples. I would recommend the small store like ours trying it. You will be surprised to find how it brings results."

• • •

The Store Newspaper

There is something about these advertisements that suggest the store newspaper style, but, of course, this can be better worked out by adding another sheet and introducing a certain amount of matter touching on local events possibly from a point of view that may be overlooked by the local paper. There are several firms who, feeling the need of bright newspaper representation, issue a sheet of this kind regularly and find that it pays. The experiences of a Michigan merchant who decided to bring customers to the store after his little paper thus overcoming distributing expenses, are interesting in this connection.

The Indirect Salesman you want is The One with Pulling Power

Butterick Has Pulling Power

Write Us About It

The Butterick Publishing Company

72-74 Duchess Street Toronto, Ont., Canada

"The best crowd-drawing, trade producing scheme that I ever hit upon," he said, "was a store newspaper. I have been getting out my paper for nearly a year now so I have had time to judge of its merits as a trade puller. There are other such schemes, I know, but mine has advantages that others do not possess. To begin with, all other stores that I know anything about send their papers through the mail. I decided right on the start that I would make my customers come to the store after the paper. Of course I mailed the first month's issue in order to get the thing started, but in the first copy was an announcement that the paper would be ready for distribution *at our store* on the first Saturday of each month and that our price of subscription was the trouble it took to come after it. Everyone who wished a copy of the next issue was asked to stop at the store in the meantime and have one reserved."

The merchant reached into the drawer of his desk and brought out the latest issue of his paper. It was a fine looking little sheet printed on heavy white stock and miles ahead of the average store paper.

"You see, I haven't headed it Smith's Store News," he said. "That would make it sound too much like an advertisement. I call it the Blankville Booster and I make the local news the first consideration and advertising a secondary matter. Our local newspaper is a wretched affair and hasn't enterprise enough to gather what news there is. Its unprogressiveness was my opportunity. I resolved to go into the newspaper game myself and get out a local sheet that would be so interesting that the people would come after it. If I could bring a representative from every family in the community into my store regularly I knew I could greatly increase sales. Well, the paper is distributed on the first Saturday of every month and on that day we have regular holiday jams.

"As I said before, I play up the local features The front page carries a double column photograph of local interest in every issue. Then another page is devoted to short personals, the shorter the better. The object is to use the names of as many people as possible on the assumption that they like to see themselves in print. Not more than a page of the paper is used in advertising the store itself—its goods and policies. This is a secondary consideration. The first is to boost the town and jolly the residents and bring them across the threshold of the store. Our paper has a circulation of over 900 and every copy is read from cover to cover. I intend to make it a weekly next year as I want to pull the whole community through my aisles four times a month instead of one.

"I have several business men in other lines who are willing to pay me liberally for advertising space and when I change it to a weekly, I may let them in on it. The big crowd pulling feature of it, though, will remain exclusively mine."

Needlework Competition

At this season of the year the demand for needlework materials becomes unusually brisk. People are preparing for the gift season. The personality that attaches to a home-made article is one of the pleasant things about the little favors that always have large distribution during Christmas. Recognizing not only this fact, but the increasing attention given to needlework of all kinds, some merchants have found it to their advantage to organize classes at which instruction is given by a skilled member of the staff. It advertises the store, helps sell the materials and the feature can be carried out without any great difficulty. T. C. Elliott, of Peterborough, for example, adopted the plan some years ago, and the result is that his store has a reputation for fancy goods of the needlework order. He may, be said to have specialized in this department, and the classes arranged regularly each year for instruction from a member of the staff has helped very materially toward that end.

Another merchant who boasts that he never has a dull day states that he "always makes it a point to keep in touch with the different fads in needlework, embroideries and so forth, and to include this as one of my most important lines. I not only aim to keep the materials for all such work in stock in good variety, but I do everything possible to interest women customers in this sort of work.

"Last year I held a needlework contest and exhibition. You might think that would involve much effort, but there are so many women in our town who are interested in this sort of work and enthusiastic about it, that practically all I had to do was to put up money for the prizes and turn over the details to them. I made it a requirement only that the exhibit should be held in my store and the women entered so heartily into the spirit of the thing that they made the event the most talked of function that ever occured in the village. The specimens were on display on my tables and in the windows for over a week, and I believe every man, woman and child in the town and surrounding country came to see them. It brought big crowds to the store and kept up interest in needlework among the women so that an incredible amount of materials for this work was sold both during the exhibition and afterwards."

In advocating a Wednesday half-holiday all the year round, the Retail Merchants' Association will have to consider how this is going to interfere with local conditions.

Your Customers

want a pattern that gives satisfaction. So do you to satisfy your customers.

Standard Patterns

will satisfy you and your customers. They are "the Patterns that give satisfaction."

Standard Fashion Company
12-16 Vandam Street, New York

You'll find our branch offices a convenience.

San Francisco, 609 Mission St. **Toronto, Ont., 68 Duchess St.** **Boston, 105 Chauncy St.**
St. Louis, 1629 Washington Ave. **Chicago, 205 West Monroe St.** **Atlanta, 82–84 North Broad St.**

Year-Round Half Holiday Not Popular

Local conditions not entirely in favor of this proposal — Merchants not unanimous even on practice of closing half day during certain months of year — Hard to educate outside trade to recognition of holiday

THE proposal that retail merchants close their places of business for one half day each week the year round is not altogether acceptable to merchants whom the Review has interviewed in the matter. Some assert that by allowing their staffs regular holidays they are doing all that should reasonably be expected. Others claim that local conditions do not make it possible as an all-round feature, and that by closing one-half day during certain months of the year they are going as far as they can afford in order to maintain and develop the interest in their field.

In view of the opinions that the Review has received, legislation in the matter should not be seriously considered until a representative convention of dry goods men has been called to deal with this and other proposals. Had the meeting of retail dry goods merchants called for the latter part of August been attended as it should, a representative opinion might have been secured on this and other resolutions which had been drawn up for consideration. However, this appears to be one subject that would hardly have met with unanimous approval. To show the trend of opinion on this suggestion as well as on the general question of half-day and evening closing, the Review here quotes the views of several merchants:—

• • •

W. H. McFarlane, Paisley:—"It would be very nice to have a half-holiday every Wednesday, but so far as the business people of this place are concerned, they have never consented or made an effort to close up evenings, much less any afternoon. I never ask my clerks to come back evenings except Wednesdays and Saturdays and evenings before holidays, but find it difficult when all other people keep open."

* * *

Fulford Bros., Port Hope:—"In our judgment, it would be a mistake to close all retail stores Wednesday afternoon throughout the year. We believe the holiday season sufficiently prolonged at present."

• • •

J. B. Pearce, Norwood, Ont.;—"By mutual agreement nearly all retail stores in this village close every Wednesday afternoon during the months of July and August. This has been the custom now for several years and appears to be satisfactory to both merchants and customers. Of course you know there are always some who object and take a narrow, selfish view, but these we always have with us.

"Personally, we feel at the end of early closing season that we would like to see it continue all the year.

"Aside from closing every Wednesday afternoon during July and August in each year, all stores close at 6 o'clock every Monday, Wednesday and Friday the year round.

"We hope, however, to educate the people to stores being closed every Wednesday afternoon but it won't be yet for a time.

"There is a feature we have to consider in a small place, i.e., where a grocery and restaurant or ice cream parlors are combined. In cases of this kind they want to keep open and if they do, more or less groceries are sold while others keeping groceries are closed. We know it does not amount to much, but it is a lever to work, and keep open."

• • •

The Cressman Co., Peterboro:—"We do not think the matter at all feasible for various reasons. The majority of places of this size have their mid-week market day on Wednesday. There are also local conditions which would make it utterly impracticable for a general law as regards any one day. In our own case we use Wednesday for a mid-week bargain day, which has become so well established that we would not in any case consider abandoning it. We however, close during July and August, Thursday afternoon. We think this matter is entirely one for local condition to solve, and not one for legislation in any way whatever."

• • •

Dundas and Flavelles, Lindsay:—"We are not in favor of the half holiday in the middle of the week. We are differently situated from most towns, as a great deal of our business is from the country and outstanding villages and towns. Being the centre of the Midland division of the Grand Trunk Railway, we have a good many out-of-town customers, and it would take many years to get them to realize that specified day was a half holiday. We have been educating our people along the line of closing at five o'clock during the months of July and August. This has been carried out faithfully for a number of years here, and meets the approval of both merchants and customers. However, we are not so set in our ways that we could not fall in with the plan, providing that all the merchants in the country do the same."

Profitable Suggestions for Christmas Trade

Holly Individual Boxes

For our Handkerchiefs
Ladies' Neckwear
Ladies' Belts

We show new styles in the

Robespierre Collar

Novelty Motor Scarves

Late arrivals in

Ladies Golfers Blazer Stripes

SPECIAL—

Combination Sets for Men

In individual Christmas Boxes—Silk Hose—Handkerchief and Tie—all leading shades; perfectly matched.

SEE OUR SAMPLES OR WRITE

The W. R. BROCK COMPANY (LIMITED)

Wholesalers of Dependable Dry Goods
MONTREAL

From Steacy & Steacy, Kingston:—"Only during the months of July and August do we close at 5 'oclock (Saturdays excepted). We consider this works better than closing on Wednesday afternoons. Speaking for ourselves, we would prefer to close on Saturday evenings: this being a market town, it is impossible to close earlier on Saturdays. We would advocate that each firm put up a cheque for one hundred dollars to be forfeited if they break the agreement."

From J. C. Henderson, Norwich:—"Would not approve of closing store Wednesday afternoon throughout the entire year. It would be all right during July and August but no longer. We tried the summer half-holiday some years ago but it did not work out satisfactorily, so we have no summer half holiday of late."

A somewhat extraordinary credit policy is announced by the O'Neill-Adams Co., New York. While they require a fee of $3 for the extension of $100 credit, they give on the $100 purchase $2.50 worth of trading stamps, thus reducing the fee to 50 cents. They are now featuring a piano proposition in which should the purchaser die without completing instalments, the remaining payments will be cancelled and the piano turned over to relatives free of any encumbrance.

THIS CUT IS FROM

FISK Interlocking Advertising Service

For Dry Goods, Department, General and Variety Stores



Cut No. 4. Price 60c.

The service is $10 per year for the 52 numbers. The privilege of buying the cuts is alone worth $10 per year. They are sold only to subscribers.

WRITE FOR SAMPLE TO-DAY

After January 1st, Fisk Interlocking Advertising Service will be $25 dollars per year. Order now or ask for sample.

FISK PUBLISHING COMPANY
HENRY STIRLING FISK, President
SCHILLER BLDG. - - CHICAGO



Who gets the profit in selling furs — Manufacturers, traveling salesmen and merchants all claim that they have the same problems — Nevertheless furriers carry larger stocks, increasing investment and building reputation on assortment and exclusiveness — Salesmanship the great essential.

THE first object of fur business is to make money and the second is to make enough, turnover and investment considered. This suggests the query, does fur selling pay and who gets the profits? It is claimed that the trade is so cut up that nobody makes any money. Manufacturer, merchant and traveling salesman all have the same version. High costs of doing business, long datings, loss from left-over stocks, shortness of the selling season, scarcity of supply, retailing conditions and poorly handled advertising are mentioned as some of the reasons. It is claimed in some quarters that results are unsatisfactory and fur business is getting harder every day. No matter how experienced a furrier may consider himself on market values, costs, and merchandising salesmanship, each year finds him more willing to admit he knows less than ever about making profits.

* * *

Larger Profits the Object

Granted that everybody is in business to make money and the primary interest in view is larger profits, each section of the trade claims it to be impossible because of conditions controlled by another section. With prosperous customers and opportunities for higher prices,, competition and losses from many different sources are blamed for apparent results to-day. At least arguments are advanced to that effect. Each furrier or department manager can refer to personal experiences and has his own net profit percentage to go by. From the standpoints of large or small manufacturer, large and small merchant and traveller, grievances would seem to be numerous and suggestive. But they do not explain why furriers are carrying large stocks, increasing their investment and establishing their reputation on the basis of wealth, assortment, and exclusiveness.

Larger manufacturers complain of long datings (which create harder competition for smaller manufacturers than anything else).

Style and competitive development in selling furs have not kept pace with other sections of the trade in the regulation of datings to meet the changes in demand. In some cases at present, merchants are not called on to pay for stocks until the season is practically over and by good salesmanship the goods are all sold. Approved datings, Nov. 1st, 30 days, with an extra month sometimes necessary are not strictly adhered to. There are numerous evidences that four months' time is given to large accounts with payment 1st March, which minimizes any chances on the merchant's part.

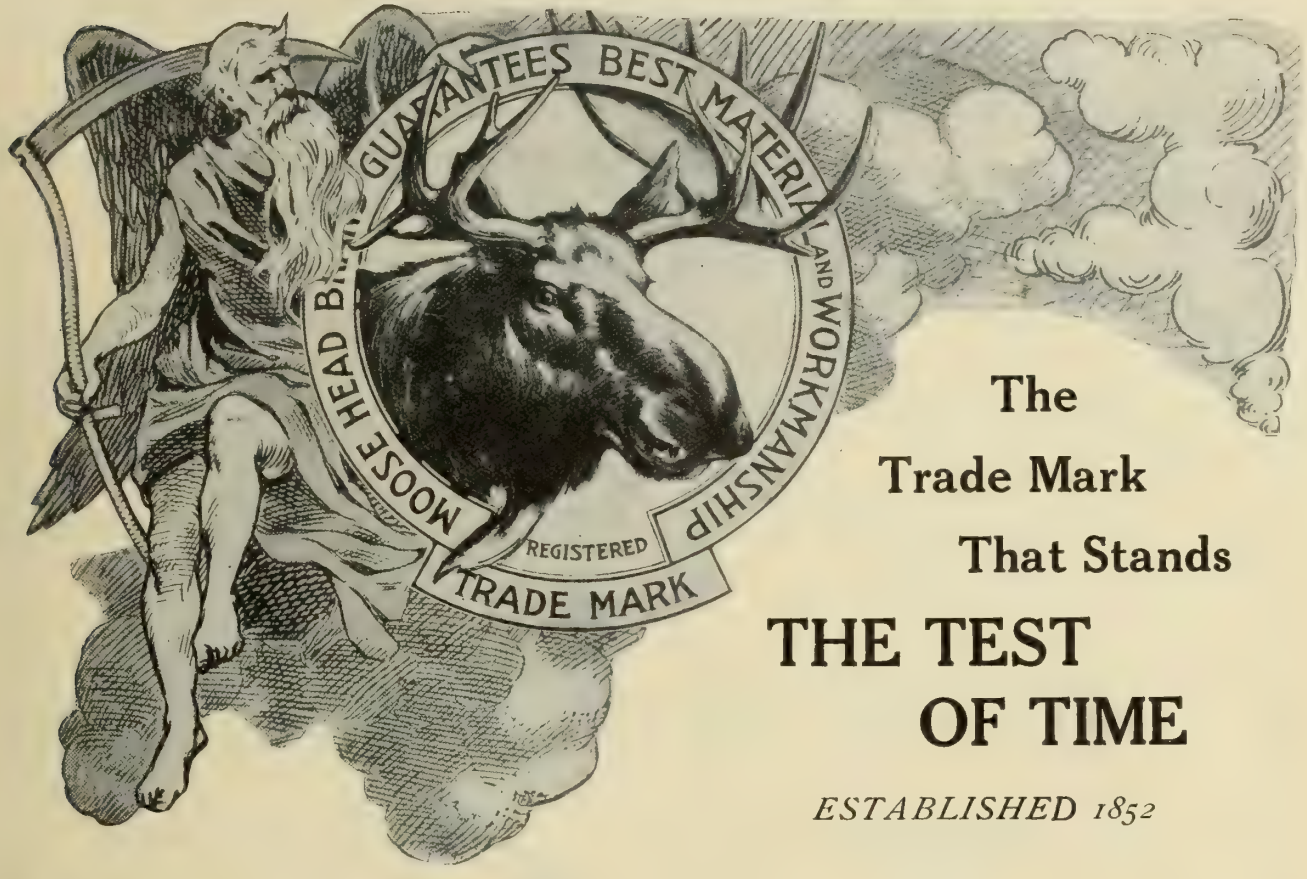
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Fur Troubles Multiply

The volume of business, with close prices in the furriers' interests, does not, it is claimed, show the satisfactory profits expected. Owing to exceptional demands, scarcity of certain fur-bearing animals, smaller local supplies of skins and unscrupulous methods of dealers and large buyers to increase the price on lesser grades, fur troubles are increasing. Help scarcity and higher wages with less efficiency and extra costs of remodelling cannot be met by prices that will sell. The effect of the close season upon fur sales and continual changing of styles are other sources of loss. Unpaid accounts and the costs of selling consignments all contribute to an undesirable end.

The difference in grading, for instance, is illustrated by Persian lamb. Demand has so increased in all parts of the world that the grading standard is lessened in supply. Formerly, in a bale of 200 skins (when baby lambs were properly raised) the proportion of perfect skins would be fully 98 per cent.

FURS



The Trade Mark That Stands

THE TEST OF TIME

ESTABLISHED 1852

MOOSE HEAD BRAND

The Standard of Excellence in Furs

carried by the most reliable merchants

Ladies' fine furs in cloaks and small pieces.
Ladies' and gents' high class fur-lined.
Men's fur coats. *Sleigh robes.*
Cloth caps. *Mitts and Gloves.*

Try us for anything high class.

L. GNAEDINGER, SON & CO.

Manufacturers **MONTREAL**

To-day 70 per cent. or even less is counted on. During the last two years the Russian government has supplied the army and navy with sufficient Persian and Sable for new uniforms. Only the best skins are used and consequently the quality of skins for export is less satisfactory, but, owing to prices, more valuable, percentage of losses here is therefore to be considered.

Smaller manufacturers insist that competition in values and prices in order to do business is not always the result of buyers' knowledge. Connections in the trade are recognized. That accounts are controlled is evident by the attitude of some buyers in face of unusual comparisons on values. In order to do business in other cases, profits are cut to a minimum.

* * *

Styles and Values Overlooked

Traveling salesmen are on the same basis, except where long connections or favors in long datings, consignments or demonstrations are an advantage. Least investment with the largest showing is apparently more important than styles or value. It is shown that merchants are educated to follow as closely to this rule as possible. Short datings in the interests of competition are not considered at all. In some centres, merchants argue they can get their prices notwithstanding the cost and that people pay for the name rather than value. To do business or start connections under such conditions, furriers would have to give their furs away. Instead, when a good stiff value, dollars-and-cents appeal is made, lost time might be saved by opening smaller accounts and building them up.

* * *

Buying Furs as Investment

Large furriers have extensive investments to carry. People buy furs with the same motive that they buy jewelry and depend on the standing and exclusiveness of firms in their patronage. The statement that these firms get great profits meets with the claim of contra conditions—higher costs of doing business, rents, leases, advertising, loss on carried-over stocks, remodelling and many of the seasonable troubles of larger manufacturers. While these firms can secure by salesmanship $75 for the same garment a smaller man can afford to sell for $50, the $25 apparent profit represents a difference in expenses. Volume of turnover is no more satisfactory than in the manufacturers case. If 10 per cent. net profit is shown, next season's styles and changes in market prices and loss of carried-over stocks wipes out the surplus.

* * *

The Small Merchant

Smaller merchants have troubles similar to large furriers in a minor degree. They claim they are handicapped by salesmanship. Stock assortments carried are not sufficient to convince customers and business favors larger firms, as noted. Special orders are said to be unprofitable by the time customers are satisfied. Stock or sample displays are good advertisements for larger houses. Service by manufacturers is said to be unsatisfactory because of the rush in season and retarded deliveries. Quoting close prices does not complete a sale and if goods were sold at marked prices profits might be hoped for.

* * *

One Price Asked, Another Accepted

The support given by consignments and special displays, while making a noise is never admitted as being profitable.

Without discussing the merits of consignments, retail merchants sometimes create an impossible standard for their own merchandise and departments. Prices asked and prices accepted are often inconsistent and tend to demoralize business. Success of stock lines, when a demonstration is taking place, is evidence that customers are asked to pay two profits on the approbation line. Usually both manufacturers' and retailers' advances are added. It seems obvious that no firm can afford to supply both stock and salesmen, without remuneration. Is the retailers' profit, plus an advance of 20 per cent. to cover manufacturers' time and expenses, fair to the clientele of the store or possible customers in the department?

* * *

Salesmanship Will Do It

These are some of the problems frequently discussed at this time of the year, when the season has hardly opened up, and when the merchant hesitates to predict the season's outcome. Yet it will be noticed that the man who makes the profit is the one who applies good salesmanship. That is the main factor in handling furs. Given a fair stock, a bright department, live advertising and a selling force upon whom has been impressed the essentials of value in the garments and articles handled and there will be no question as to profits.

—⚙—

Furs and High Cost of Living

If article is fashionable and is wanted it is going to sell no matter what price says manufacturer — Influence of auto

(Staff Correspondence)

Montreal, Oct. 15.

"The higher the cost of living, the higher is the grade of furs that are sold." Thus tersely did Mr. Becker, of Boulter, Waugh & Co., Montreal, manufacturing furriers, answer the question as to the in-

REDMOND FURS

Great feeling, isn't it?—to make a sale of smart-looking furs to a smart-looking customer, and have her go out of your store satisfied; but you will feel still better if you know that she will be just as satisfied with the wearing qualities as she is with the appearance. That is where

REDMOND FURS

excel, not only the comfort they give the wearer, but the comfort they give to the man who sells them and knows them to be solid and honest from raw skin to the completed article.

If you have not received a copy of our handsome new catalogue, send for one. You will find it to be the cheapest salesman in your store.

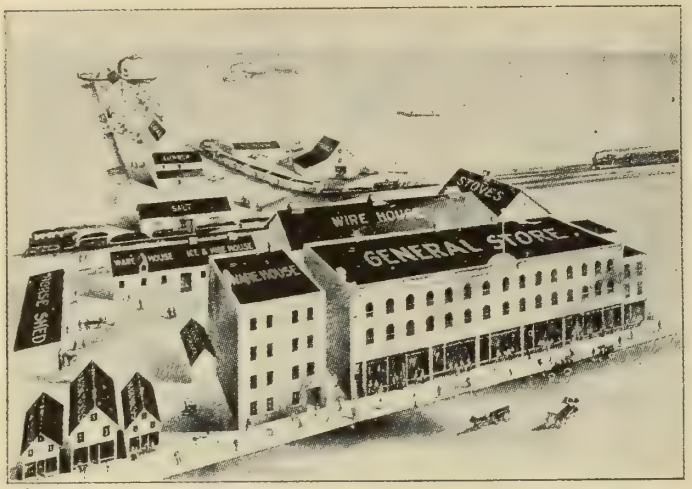
We are now in first class shape to handle your fall assorting business.

Write or wire for samples.

The REDMOND CO., Ltd.

MONTREAL **WINNIPEG**

The Island's Biggest, Best and Busiest Store



To P.E. Island Merchants Particularly

The Maritime Merchant that wants to increase his sales and decrease his losses will select goods in sympathy with the environment of the people.

Buy from a wholesale house that has made a study of the requirements of the people and a success of retailing.

Do not place for Spring, 1913, until you see our samples and get our prices. We are in a position to save you money.

R. T. Holman, Ltd.
Summerside

fluence of the high cost of living on the fur trade in Canada.

"Do you know," he added, "that the United States last year imported $30,000,000 worth of automobiles and that $8,000,000 came to Canada? If an article is fashionable and is wanted, it is going to sell, no matter what the price.

"Furs, when living was cheaper, were 50 per cent. less than they are to-day, yet to-day there is about that percentage more sold. Our experience is that the higher the cost of living, the more fur is sold. We have done the biggest year's business in the history of the house."

Asked what furs were most fashionable or most in demand, his answer, brief and to the point, was "anything with fur on is fashionable."

INCREASED THE DEMAND.

"So far as I can see the influence of the high cost of living on the fur trade has been to increase the demand for furs of every description." This opinion was expressed by another of the leading manufacturing furriers of Montreal.

Continuing, he said that in his view it was not so much a question of the high cost of living as a higher standard of living. People were demanding better goods, better foods, better clothing, more comforts in housing and a generally more luxurious style of living. The advent of the automobile had resulted in an increased sale of fur coats, both for men and women, and the tendency generally seemed to be for the better class of furs.

This year many new firms had ordered a stock of furs and it appears that they are now looked upon as a necessity in a well assorted dry goods stock. For the small dealer a moderate stock of the cheaper and medium grades was recommended.

INFLUENCE OF THE AUTO.

The relation of the automobile to the fur trade might, at first thought, seem to be very remote, but a closer inspection of the matter shows that the increasing popularity of motoring is creating a stronger demand for garments that will keep the motorist warm and comfortable during the cool Spring and Fall days and in the chilly blasts of winter, for an auto is now an all-the-year conveyance. Modern science has overcome the early difficulties of winter travel.

For these cold days, fur and fur-lined coats and fur rugs are much in demand, and dealers report that a large percentage of their trade comes from the motorist—male or female.

Retailers, who have not heretofore given this automobile trade their attention, might find it a field that could be profitably developed.

"BISHOP" FURS





Warm and Durable

Most robes are termed "Buffalo Robes" even yet, but there are no real "Buffalo Robes" on the market. Instead of Buffalo Robes now, it's "Bishop Robe."

Because of the care in selecting and tanning of the pelts we use, and the scrupulously careful workmanship, our robes excel in appearance and far outlast the Buffalo Robe so popular a few years ago.

Carry a stock of Bishop Robes this Fall.

Only the best pelts are put into "Bishop" coats, we employ only expert cutters and sewers, all work is rigidly inspected and our designs are up-to-date.

That is why "Bishop" coats at moderate prices are so comfortable, wear so well, and have such good appearance, even after long service.

Ask your dealer.

THE J. H. BISHOP CO.

SANDWICH, ONTARIO



Continued development in sweater coats to meet various requirements — Room for specialists on certain lines — Novelty an important factor — Knitted fabrics closely resembling cloth texture — Has the life and novelty of sweater coats been sacrificed to price — Garments for athletic wear are profitable feature

DOMESTIC knitted garments represent a high standard in up-to-the-minute style, values, and detail of manufacture. The development of sweater coat and knitted goods manufacture in Canada is to be guided by several important conditions and not to be influenced by United States indications as closely as merchants are educated to believe.

Manufacturers are creating a standard of their own to suit climatic conditions, requirements for occasions and serviceability. The future growth rests with merchants and manufacturers through specialization. Markets and turnover are sufficient to warrant this development.

* * *

Adopt an Aggressive Stand

Canadian merchants have had six years' or more profitable selling of domestic knitted goods and the demand each year has been unprecedented. Last year many orders were not filled and this season sales have passed all records, which has led to similar results. During this time the trade has been making staple many lines, elevating the standard of price and style novelty. The question manufacturers and the general trade are to decide, ensuring a growing output and turnover, should be answered by a policy, which is defined under the different standards of value, prices, style novelty, cut or detail of manufacture. The future of this business lies in the adoption of an aggressive stand on one or all of these numerous circumstances.

* * *

Large Buyer and Small Knitter

The same reform, evidently needed in United States knitting centres, is not necessary in Canada. Owing to the numbers of small manufacturers the trade is cut up and large buyers have helped to reduce profits by favoring smaller manufacturers in the hope of exclusiveness or price. To enable them to accomplish this to better purpose, designs are suggested from ready-to-wear imported styles and the lines or details of exclusive garments copied by small concerns who have no object in view except to lower prices ultimately. Cost of help, rent, light, heat and other overhead expenses do not have to be so seriously considered, and as soon as one knitter disappears another starts and repeats the experience, with the departmental stores benefiting. Buyers are only concerned about profits and quick turnover, letting customers pay for good values.

From time to time, newer concerns are starting in Canada and the manufacturers of sweater coat staples and novelties are being divided, and without depression to the trade, because there is room for specialists on proper lines. Large mills cannot fill their orders and it is natural to find smaller factories oversold on the output of a more limited number of machines. The special lines taken by each mill are justified by the general growth of knit goods business, and is a guaranteed departure, that will continue to develop because of the attention of individual mills.

Sources of style are the same because designers look to the same leading markets. When trade is more divided, more applied style designing must follow. Novelty is employed in broadening ranges, counting on the inspiration of style or exclusiveness and continuing an all season demand. Manufacturers and merchants are following their advantage in making all the year selling a feature.

Price is not such a consideration in this trade as found in earlier days of sweater coat manufacture. There is no reason why the limit of novelty should be curtailed by merchants' or buyers' sense of safety in novelties and high effects should reach a standard as yet not thought possible.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

"King Quality" — The HOSIERY HOUSE of Canada — "Queen Quality"

Our travelers are now on the road for Spring 1913 with—KING QUALITY MEN'S HALF HOSE and QUEEN QUALITY HOSIERY & GLOVES for women and children.

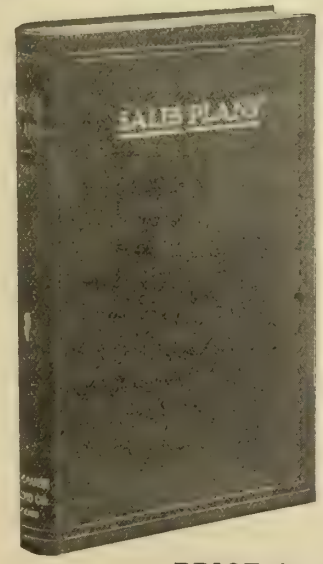
The lines throughout are most interesting and it will pay you to wait for our representative.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.



Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



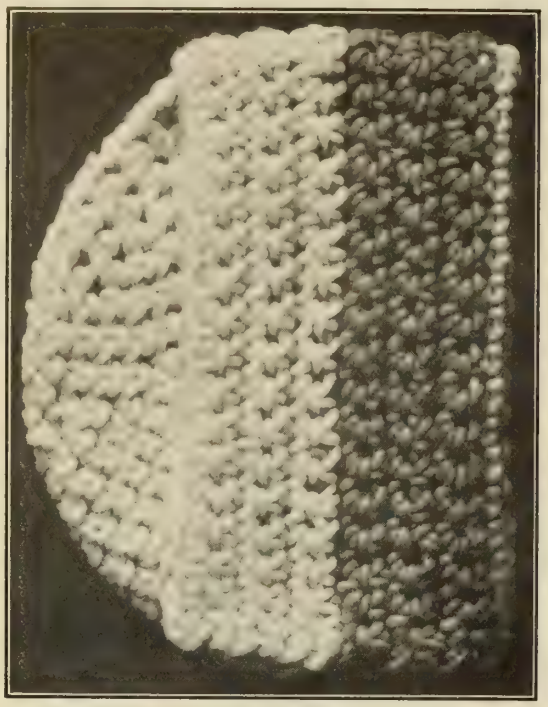
Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses



Motor hood in fancy stitch and smart color combinations.—Shown by Seward Bros., Montreal.

Novelty Features

Novelties will consist in newer lengths, outlines, collars and trimmings, color and rock combinations with knitted fabrics closely resembling favorite cloth textures. Developments along ready-to-wear style trend, weights and closer relation to seasonable selling are part of novelty education. Additional lines and new garments will be considered novelties for a season or so, simply because they were not previously available.

Late season novelties and their success are aptly illustrated by blazer coats. Different mills give different versions of the sales of these coats and most buyers are conversant with market conditions. Generally, blazers have sold well and created the desired interest in knitted goods sections. Because they are typical Spring garments and were introduced as such, next season's sales should be continued.

Down-to-a-price methods have done more to force these garments to be a one season novelty than anything else could have done, and extreme style is not altogether to blame if demand is not maintained for Spring. Competition, both of manufacturers, wholesalers and merchants has brought out some cheap coats and both the style and novelty have been sacrificed to price when novelty was sufficient to carry the style one season and price could be made a lever next. Some of the values under so-called merchandising tactics have reduced the price lower than medium trade can afford to show, without hurting their reputation for quality. Season's profits may be satisfactory although the competitive element has to be overlooked in arguments of value.

• • •

Realizing Value

Much of the success and profit both for merchants and manufacturers has resulted from dependence upon details and values for best selling prices. This is the stable future of Canadian knitted goods. Better qualities in yarns, weave, finish and cut with a field for garments, both women's and men's retailing at $3.50, $5 and $7.50 has been the consequent development. The success of those mills making athletic and tailored garments to cost from $36 to $60 dozen and giving remarkable values by keeping machines working without change is an indication that people and merchants are realizing value. They want an all-season standard garment which combines the features associated with sweaters. Such success is a hint in building successful departments.

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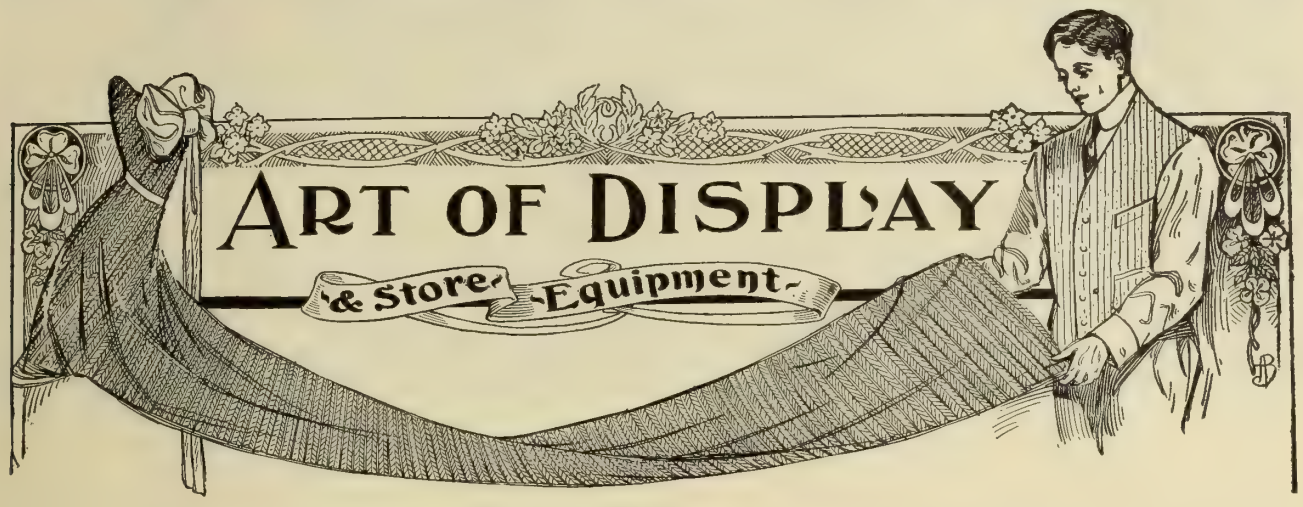
Features of Import Lines

Import sweater coats are selling well in staple values. Men's garments in qualities costing $9 to $36 dozen are according to Canadian lines. A leader at the first price is the best seen yet at the money. A full range of good color combinations with proper cut and detail of finish is presented to the jobbing trade for next Fall. Specials at leader prices have all the features of weight, feel and tailoring.

Full ranges of Scotch and German novelties suitable for this trade are being assembled for wholesale buyers. Motor hoods, scarfs, aviators, gloves, mufflers and silk crochet ties are novel and combine value to sell on this market for Christmas retailing.

New features are detachable motor-hoods and brushed and hand-crochet caps and hats. A new aviator in adjustable style for men is made with double crown. Scarfs, brushed-finished effects, in heathers or plain colors with bar or bar ends are quoted at special prices. Crochet mufflers are expected to retail with $5 and $7.50 outside prices, with the ranges leading up to those prices. Pure silk full length styles are quoted at $3.50 to $6.50 in plain and bar effects with a special at $2.75 each. Novelties will be in vertical weaves made so the scarf will not stretch. Color combinations are a marked departure from this season's styles.

First samples of pure silk crochet ties are to hand. One line in a full range of plain colors and combination effects is quoted at $9.00 dozen wholesale. In better numbers weave and arrangement of color are attractive. From the value standpoint, there are no competing lines at the prices laid down. Values alone, minus designs are sufficient to make crochet ties of interest for another season. A wide range of knitted gloves and seamless driving knitted gloves with leather palms and fingers, assorted colors, is offered at the usual prices.



The program that should be carried out by the window trimmer — Turning point in Fall business — Departments must be represented by strong display — Some price suggestions — Object of the store and staff should be to beat the record of preceding year

THE Thanksgiving season is the turning point in Fall business. Coming on Monday, as a fixed event,, merchants can adopt a more aggressive policy and precede the holiday with a combination of holiday and price displays and advertising that will make a record month of October, leaving stocks normal in every department.

From a week to ten days previous to the holiday business is divided into natural groupings according to sections and aggressiveness of the window and advertising campaigns on values, qualities and special days.

The tendency is to follow a larger policy each year. Items and window displays are on wanted goods. Associated lines have to be arranged to suit the method of merchandising. As linens are to Thanksgiving, what millinery is to Easter, a typical display is arranged.

Holiday ready-to-wear and accessories have to be represented and with Thanksgiving leaders on sale, an array of windows must follow a routine to give the best results.

FINAL CHANCE TO CLEAN UP.

The objects before the establishment are to give every department a final chance to clean-up all extreme novelties, compete for business otherwise likely to go to larger stores on account of holiday travelling rates, and make a fitting finish to what is usually the best month of the business year and to promote later plans for Christmas. A strong campaign also tends to prolong the season and keeps people coming or interested in announcements of November events.

Suggestion in Display

The symbols of Thanksgiving, fruits, autumn-colored foliage or ripe grains, pumpkins, cranberries, the turkey and wishbone are all suggestive adjuncts in preparing windows and interiors. Displays can be made to suggest plentitude and thanksgiving and impress people with their prosperity and ability to supply both needs and luxuries.

• • •

The Window Program

Most decorators dress the store fronts twice this week and Thursday, Friday and Saturday sales probably mean three changes in some places. Each day has a leader with one in the morning and one in the afternoon Saturday, followed up with a list of specials for Saturday night, comprising small details to complete the Thanksgiving toilette.

Thanksgiving is an important selling season and the main object for trimmers is to show goods so they will sell. Success is measured by results and returns in all directions. The point is that properly handled, Thanksgiving campaigns reach greater records each year and trimmers can do their part.

Groupings will consist of linens and bedding, dress goods and silks, ready-to-wear, millinery and holiday accessories with ready-to-wear or novelty leaders for the last three days and Saturday night. The linen window, of course, runs for the week and displays are as suggestive of the season as linens are to trimmers in the matter of arrangement. The beauty of designs, quality and proper use of fancy linens, damask sets, Japanese, Irish and Madeira ex-



An artistic handkerchief and Christmas display of seasonable goods. The introduction of dark boxes and gifts, booklets, etc., contrast to advantage with the white setting. Showcards always play an important part in this store's advertising. Dressed for Goodwins, Ltd., Montreal, by H. Gagnon.

clusive centre-pieces, cloths, tea covers and doylies is important and must not be forgotten in trying to make some fancy effect. Displaying linens at this time is also anticipating Christmas and a similar window is sometimes dressed comprising linens for more staple household uses. Bed spreads, quilts, pillow-shams, slips, dresser scarfs, towels and other requisites properly displayed, result in sales, either at this time or later, leaving an impression for the gift season.

* * *

Featuring Dress Goods and Garments

Early sales and showings in the dress goods department define the windows. Some novelties may be warranted on exclusive outings or a trip to market result in price leaders. The first method is better as these safer novelties sell, whereas values can be made from the department to keep up interest after this time, as far as dress goods are to be made interesting for the balance of the year.

Ready-to-wear windows usually feature price attractions. Department values in coats at $10 to $15, clean-up in suits, say at $10.95, girls' and women's caracul coats with infants' bearskin coats, skirts, blouses and underskirts. Heavier fur coats and furs are to the front. Sales will be best on coats and Saturday preceeding Thanksgiving day is counted on as the largest ready-to-wear day of the year. Mil-



Fancy goods and novelty window of gift suggestions, with effective poinsettia and scenic background. The top is supported by six pilasters against a frosted mirror; icicles of pointed tissue paper increase the wintry effect in perspective; By Edw. H. Holzer, Rockford, Ill.



You Can Make This Drape With One Suit Length and a D. & P. SHELL FORM

This is one of the latest drapes representing suiting in suit form. What this drape means to your dress goods department is so very apparent that the cost of a few of these forms is mere bagatelle. Far-seeing merchants everywhere are spending more every year on good forms with the admitted result that their dress goods trade is increasing rapidly. D. & P. Forms will do it. They are easy to drape without cutting or injuring the fabrics in any way.

Write for particulars, etc.

DALE & PEARSALL

106 FRONT STREET E.

TORONTO

Draped by A. E. Apted for the T. Eaton Co.

Price with half wax arm $6.00



The Economy Circular Rack

Takes up less floor space.
Is plain, neat and substantial.
Has very strong steel arms.
Ring is 30″ in diameter.
Base has special design, and large Roller Bearing Casters.
Stands well on an uneven floor.
Does not obstruct view of store from above.

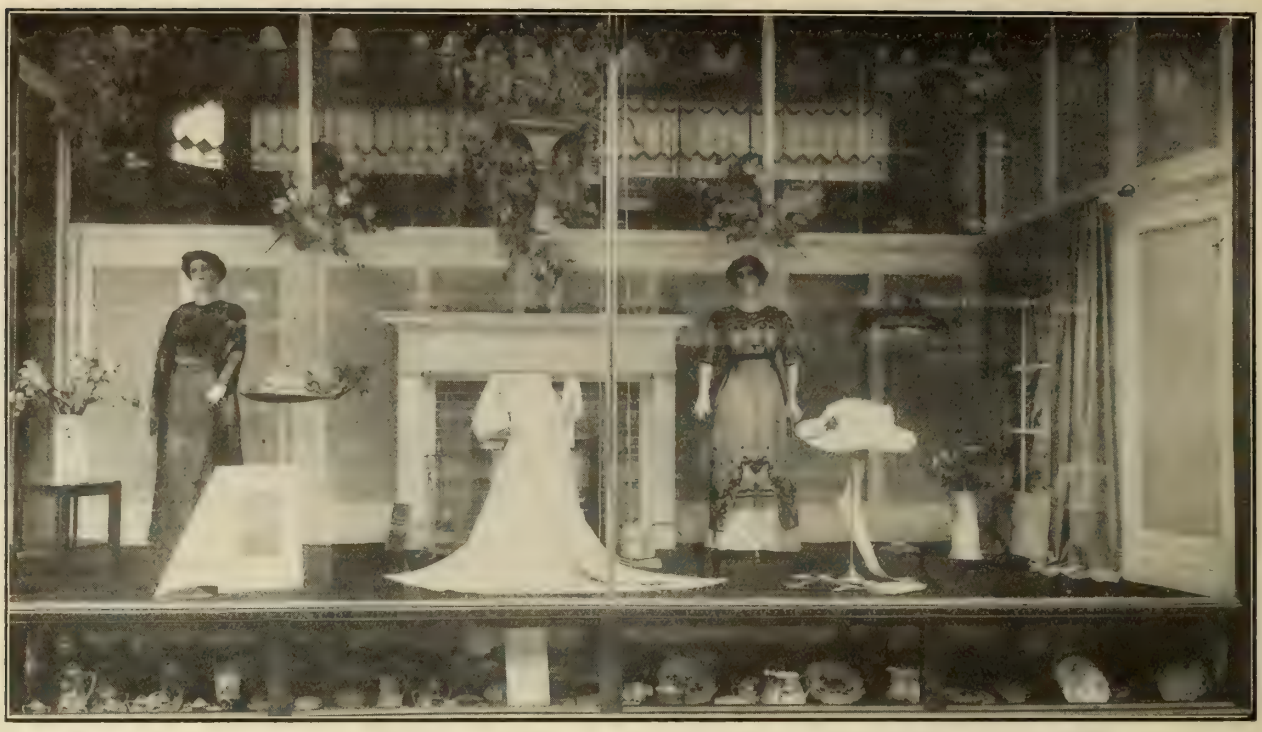
No. 387X. Beautifully finished in Ox. Copper, - **$10.50**
Black Enamel, - **$9.00**
(Both prices include Card Holder)

ORDER BY MAIL TO-DAY

The first and best makers of Wax and Papier Mache forms and figures

A. S. Richardson & Co.

99 Ontarto St. **Toronto**



Ready-to-wear and millinery opening window for the Arcade, Limited, Hamilton. Note floral effects, background and illumination. Grouped by C. E. Brown, Trimmer.

linery also is good with a special offer at $5,95 or $7.95 on the season's model, style or shape and trimmings suggested as part of the vogue and Thanksgiving outfitting. Neat unit groupings of these garments are made in which handkerchiefs, gloves, parasols, neckwear and sweater coats are advisable and consist of accessories required hurriedly, or for warmth or value rather than novelty.

Leaders for the special events are part of the buying advantage. Records were set last Thanksgiving which must be passed and the attractions must ensure the crowd of buyers to do it. Staple hosiery, underwear, flannelette, wrapperette, blankets or blouses are usually business bringers if the price quoted is right. Thanksgiving is harvest time in more ways than one. Thankfulness in business does



Midwinter opening window. This design is carried out in yellow, combined with sunflowers, dark red beech branches and foliage. A rich black velvet gown and millinery unit is shown. The floor is puffed with a harmonizing color of soiesette. By F. J. Cuni, Huntingdon, W. Virginia, U.S.A.

WINDOW TRIMMERS.

Read President Hollinsworth's letter in the Men's Wear Section of this Paper. He forecasts the work for and makes some suggestions as to the future activities of the coming year.

not have to be paraded. Perhaps comment of this kind would result in making trimmers too self-confident. Results are thanks enough for work well done.

"Swat the fly" campaigns are over for another year. A live merchant in keeping his windows free from flies has a unique scheme. It suggests another use for vacuum cleaners. The flies on the glass are easily caught by running the suction near the surface. Try it.



Full figure drape. Black lace waist with white interlining placed on figure first. Fabric is light grey suiting with lace trimming to match waist. Motifs on skirt. 10 yards required. Used by A. E. Apted for T. Eaton Co's., Toronto, opening.

The success with which some merchants feature dolls and toys all the year round would indicate that there is a perpetual gift season. Specialty smallware stores can carry these lines all the year round and convert them into cash readily enough. By limiting the suggestiveness of his notion section the dry goods or general merchant may be losing profitable business.



Half form drape of tan suiting trimmed with dark brown velvet, touches of braid on the arm and buttons of brown and white. One suit length required. This drape was used by A. E. Apted for the T. Eaton Co's., Toronto, opening.

Duncan Ferguson Co., Stratford, are enlarging their store by the addition of two more storeys, representing an increase of 27,000 square feet in floor area. A passenger elevator is being installed, and departments will be re-arranged.

S. Chant, general merchant, St. Thomas, announces his intention to retire from business, and is now holding a sale with that object in view.

Ross & Stewart, exclusive ladies' store, Saskatoon, announce that they are going out of business. "After two years' business in Saskatoon," so runs the clearance advt., "we have decided to go out of business. Other interests demand our attention."

FANCY GOODS NOTIONS & TOYS

For the Infant's Wardrobe

Original novelties now being shown for the Christmas trade — Accessories for the nursery

A fascinating display of the accessories that assist in making the infant's wardrobe complete is now being shown to the trade for Christmas selling.

Baby's laundry boxes of hand painted white linen, and white enamelled wicker, are useful articles.

Nursery chairs or commodes of white enamel wicker are trimmed with padded cushions of blue or pink satin, with worsted doll and celluloid rattle attached to the sides.

Clothes trees are to be had in plain or hand painted white enamel, as well as brass.

The baby baskets are lined with figured silk, and contain brush, comb, soap and salve boxes, talcum powder shaker, and rattle on teething ring, all of which are hand painted. Gilt safety pins are strung on ribbon and attached to storks placed on opposite sides of the basket.

The nursery screens are of white enamel, with groups of children hand painted on pink or blue panels. Ribbon bows add to the beauty of this appropriate gift for the baby.

Another screen of white enamel is fitted out with useful articles for the baby's toilette. The hand painted talcum shaker and salve box are placed in silk hand crocheted bags and attached to the panels with hand painted satin ribbons. The safety pin holder is made up of a succession of celluloid rings to which the pins are attached, the rings being sewed to a hand painted ribbon. Satin bags with ribbon bows can be used for wash cloths. A tiny pair of silk hand crocheted booties, and a brush and comb set, hand painted, in a silk hand crocheted bag, are also attached to the panels of the screen, and add to its beauty.

Record books of hand painted silk moire with charming illustrations and quaint rhymes are another pleasing article.

The usual assortment of hand painted celluloid and satin novelties is now more extensive than ever.

Clever Mechanical Toy

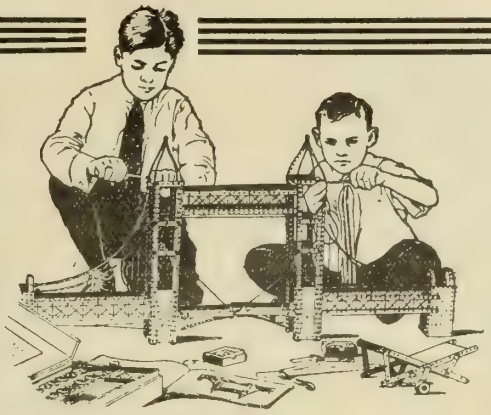
Model builder designed to teach the first steps in practical mechanics — Has interchangeable parts.

Many of the mechanical toys now on the market have a definite educative value to the juvenile of constructive turn of mind. Manufacturers have cleverly applied many ideas from modern mechanics with the result that an up-to-date toy department contains almost every contrivance necessary for the production of a miniature world. One of the latest ideas takes the form of a model builder designed to teach the youth the first steps in practical mechanics. In designing the parts, special attention has been given to their accuracy, so that they will properly fit into all the models described, and any boy or gir

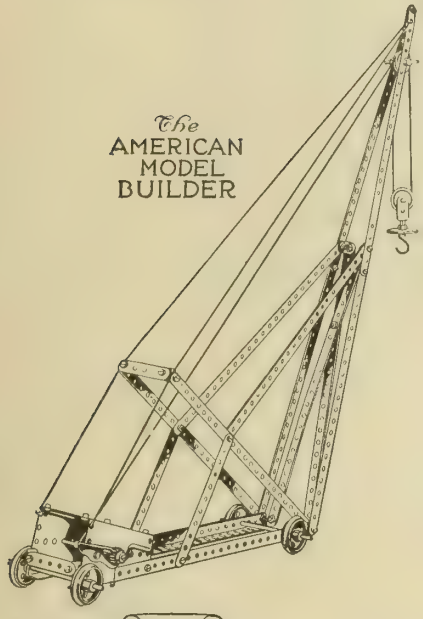


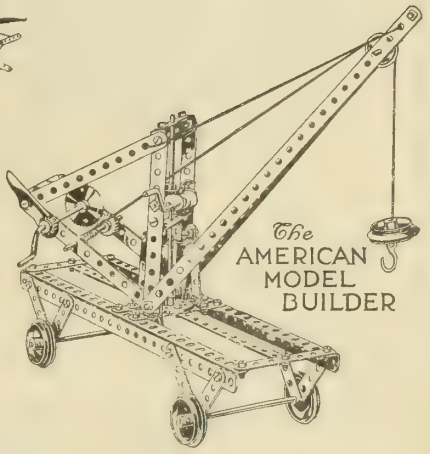
Le casque chignon, new coiffure introduced by J. Palmer & Son, Limited, Montreal

The American Model Builder



Makes Mechanics Easy



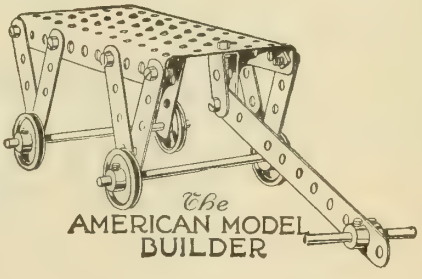


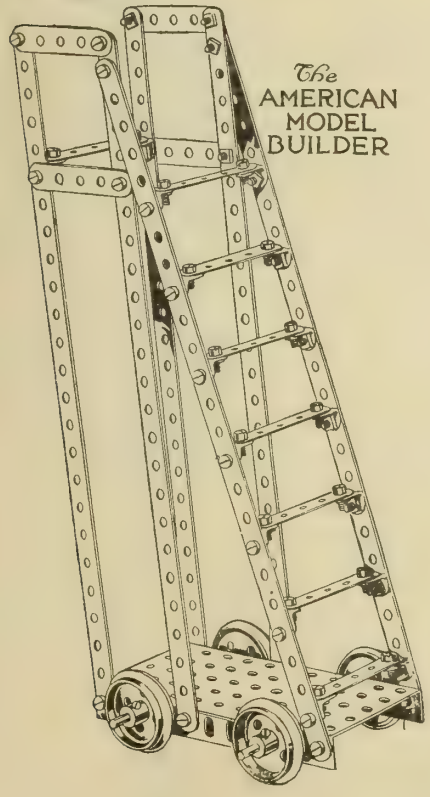
The most unique, practical and instructive apparatus ever designed for wide-awake boys.

Combines amusement and instruction.

Absolutely indestructible.

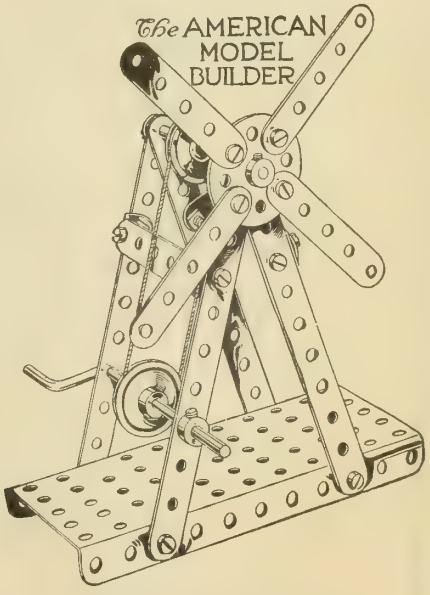
Each outfit is complete in itself





With addition of accessory set any outfit can be converted into a larger equipment, thus by installment purchases one can acquire the most complete outfit produced.

Illustrated descriptive catalog and prices sent on application



SOLE WHOLESALE AGENTS FOR CANADA

NERLICH & CO.

146 FRONT STREET WEST -:- TORONTO



UNSEEN—NAIAD PROTECTS

Well-dressed women favor the

Naiad Dress Shield

And no stock is complete without a good assortment.

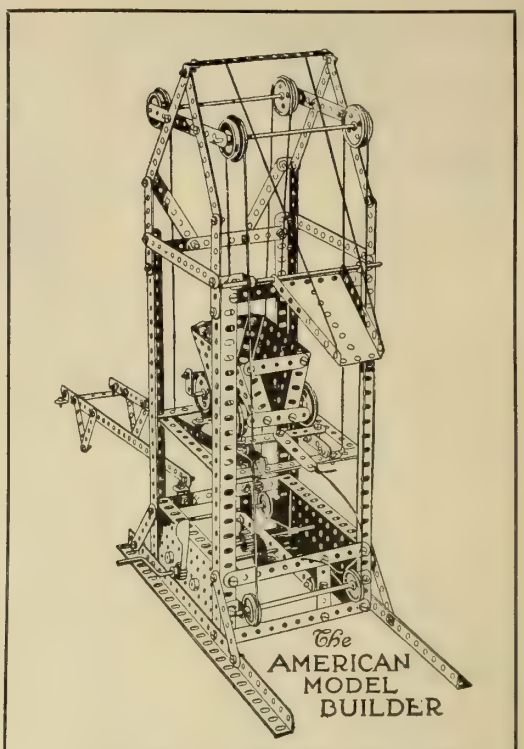
—The Odorless Shield
—The Sanitary Shield
—The Lasting Shield
—The Quality Shield
—The Comfortable Shield

Let us send you samples and prices.

Wrinch, McLaren & Co.

77 Wellington West, Toronto

Sole Canadian Manufacturers.



Coal elevator made with the model builder, new mechanical toy.

can, with little difficulty, devise many original models of their own design.

The parts in all the outfits are interchangeable and are made of brass and steel and heavily nickel-plated and polished to prevent tarnishing, making the outfits practically indestructible. All such parts as pulleys, flanged and grooved wheels, gears, pinions, bush wheels, eccentric drive wheels are made with a brass collar and set screw so as to provide a positive fastening when used in any of the working models.

Every model built with the model builder will work, and each model may be taken apart and the parts used in the construction of other models, enabling the youth to build and design his own toys, and at the same time train the mind along practical lines.

This model builder is made in seven progressive sets numbered from 1 to 7, a complete manual accompanying each set giving detailed instructions and descriptions of every model. Additional parts may be purchased at any time.

Coiffures will be very Large

Montreal, October 15.

All indications point to a big revival in the hair goods business. Fashion writers in the womens magazines and daily papers are writing about the large amount of hair that is to be worn, and leading hair dressers in the large centres predict that more false hair will be worn next year than ever before.

Coiffures are to be very large and puffs, curls and braids will be much in vogue.

One of the newest creations in head dress is Le Casque chignon. It is a very neat and attractive style, fitting in nicely with the hat and also lending itself to neat arrangements with dainty hair ornaments for social functions. In the made-up form it can be readily affixed to the head and is easily redressed by the wearer. It may be worn either high or low, as the wearer desires, and is equally becoming both ways.

Hair ornaments, combs, barettes, etc., will be in strong demand and the dealer who has stocks ready will be in a position to supply his customers when this trade starts in.

Blue the Favorite Color

The opening of the Montreal Jockey Club's recent autumn racing at Blue Bonnets track was a pronounced success from a social standpoint. Many handsome gowns were worn by the ladies and it was noticeable that blue was the shade mostly favored.

Lady Allan, Miss Allan, Mrs. Colin Campbell, Mrs. Russell Cowans, Mrs. Greenshields and a score of other well-known society leaders were gowned in various shades of blue, from pale tints to navy. Hats were principally black or dark blue with white plumage. Cream cloth costumes were also noticed, as well as blacks and black and white effects.

Only the best quality human hair goes into Palmer Hair Goods



Inferior quality hair goods are the poorest advertisement you can give your store. They are constant producers of dissatisfaction.

Hair Switches That Satisfy

The Palmer Hair Switches are in big demand and especially the New "**Le Casque**" **Chignon**, which is a favorite wherever shown. We have all the new coiffures in a very wide variety of styles, also the staple lines.

Puffs and Braids

Our range is most complete and very comprehensive, prices ranging from $6 to $36 a dozen.

Wavy Hair Switches

in a most complete assortment, prices run from $7.20 to $24 a dozen. **There's profit in Palmer Hair Goods.**

WRITE FOR SAMPLE ASSORTMENT

J. PALMER & SON, Limited

5 & 7 DeBresoles St., - Montreal

"I Specialize in Something Different"

LATE NOVELTIES FOR EVENING WEAR



AM showing a line of EVENING DRESSES and OPERA CLOAKS, as shown by the leading model houses of Paris.

EXCLUSIVE STUNNING EFFECTS

Also a good range of high class exclusive novelties in TUNICS, ROBES, PETTICOATS, LACES, TRIMMINGS, EMBROIDERIES, VELVETS and SILKS.

(Inspection invited)

A. H. WHEELER, 409-410 KINGS HALL BLDG.; ST. CATHERINE ST. WEST MONTREAL

Sole representative in Canada for MAISON, GAILLOT-GUINOT, Paris.



House Furnishings

Authorities predict that Chinese and Indian treatments will be the next step in carpet and drapery designs.

Linoleum departments have had good month — Matting and other neat designs in demand for bedroom treatment — Prices show tendency to stiffen — Reproduction of English tile pattern in linoleum — Improvement in demand for piece carpets.

THIS is a season of good business for linoleum and oilcloth departments. The requirements of the housecleaning period explain this activity and salesmen report that these materials are being used for a greater variety of purposes than heretofore. This has been a growing tendency and the manufacturers have cultivated it by producing a range of very neat patterns that can be safely used for bedrooms, harmonizing as they do with prevailing styles in wall treatment. Matting designs have taken exceptionally well for this purpose. Small patterns and quiet colors, in striking contrast with those used for the kitchen, are meeting with preference in this new development.

Linoleum prices still show some tendency to advance. The better grades of domestic lines have stiffened slightly—hardly to the extent of five per cent—and this is attributed to that now staple condition, higher producing costs in maintaining the quality and the class of design demanded by the trade. During the past three years, in fact, linoleums and oilcloths have been advancing gradually, but it is also evident that high standards of production have been kept constantly in view.

One of the latest patterns in inlaid linoleum is suggestive of the old English floor tiling. This linoleum is made up in a series of eight-inch squares marked out by grooves, which are filled with a special kind of cement when the floor is laid. The covering, when finished, thus bears a strong resemblance to the actual tiling, and may be polished and otherwise treated to present a very fine appearance. A buyer who has secured exclusive rights to this material for his department, states that it is being extensively used, that its cost is no more than that secured for the best linoleum and its wearing qualities are demonstrated by a piece laid in the department and subject to hard usage.

Demand for Piece Goods

Marked growth noted recently in this section—Orientals the strong note—Chinese and Indian treatment

That there has been a notable growth in sales of piece carpets for all purposes this season is the report from department managers interviewed on the subject. Just what influence will account for this they are not prepared definitely to state. Piece goods have always had a fair demand during the past five years in spite of constant pounding on squares and rugs, and the opinion is expressed by some that a more equalized business in these lines is only a natural development always noticeable after one feature has been in favor for a certain period. Change is inevitable, but in this case it is evident that while one section is improving, the other is showing equal strength. The vogue of things Oriental is certainly the popular note in the rug department, and it is evident that Wiltons are particularly strong. This weave lends itself well to the production of those patterns and a richer assortment on any definite style has never been produced than that which is now being featured to advantage in up-to-date departments. The modern house generally has a hardwood floor. In fact, many of the buildings now being erected at very low cost, comparatively, can boast

SPRING, 1913

CANADIAN-MADE

LINOLEUMS
FLOOR OIL CLOTHS
TABLE OIL CLOTHS

IMPORTANT ANNOUNCEMENT

NEW SAMPLES

of all lines are now in the hands of the

WHOLESALE DRY GOODS TRADE

and a careful inspection of our full range will undoubtedly prove of interest and profit to every dealer in house furnishings throughout the country.

Not only have we produced for this season the largest variety and choicest selection of patterns that we have ever issued, but a big improvement has been made in the reproduction of the samples, resulting in the books being much lighter in weight, while at the same time retaining all essentials of colorings, etc.

QUALITY DESIGNS PRICES

to suit the Canadian Trade.

MANUFACTURED BY

THE DOMINION OIL CLOTH CO., LIMITED

MONTREAL

of at least one room with oak or maple flooring, and here is where the rug of Oriental pattern is called for, two small rugs frequently taking the place of a large one covering the entire floor. Certainly the small rug is in great demand at the present time.

Another Oriental tendency is for rugs and draperies suggestive of distinct Chinese or Indian treatment. Some departments have already begun to feature this note very strongly, predicting that it is the next step in house furnishing and decorating. The very strong trend at present, however, is for eighteenth century styles.

Boss Bought $10.000 Rug

And proper credit was given the departments whose buyer had made an exceptionally valuable find — A ticklish problem

Supposing that you were buyer for an important department in a dry goods store, that your salary was based on the income from that department, that you secured an exceptional bargain in a certain line you were buying and figured on making a big fat profit, that the boss took a fancy to the "bargain" and proposed buying it for his own use, what would you do? Rather a ticklish question, isn't it?

This is the story of a buyer for one of the leading dry goods stores in Canada. While in Europe on one of his regular buying trips he picked up what his judgment told him was an extraordinary bargain in an Oriental rug. "Picked up" is the right expression to use in this case, for it was found in an out-of-the-way place. The buyer on looking it over, (he is an expert on carpets and rugs), was immediately struck with its beauty, despite its stains, which were said to be in blood, and a very interesting history attached to it. He purchased it for a ridiculously small price, considering what he figured he could sell it for. He had it shipped over here along with other purchases and when it arrived he exhibited it with considerable pride. The price he put on it was $10,000, and he felt confident of getting it too, for he had in mind several wealthy customers who would pay that without a tremor, people who would pay almost any price for a rug that took their fancy.

When one of the members of the firm (it is a very wealthy firm, by the way), saw this rug he was at once struck with its great beauty and rich colors and said to the buyer, "I want that rug, what did it cost?"

"Never mind what it cost," replied the buyer, "the price is $10,000."

"Oh, come now, Mr. ——, I think I have a right to pay you the cost price plus transportation charges and a reasonable percentage of profit."

"With all due respect to you, sir, I don't think you have. I am paid by your firm to buy what my knowledge tells me is the right class of goods for our trade. My knowledge of rugs tells me that this rug is a bargain at $10,000 and I feel confident that I can get that price for it. My salary is based on the income from this department and my abilities are judged by the profits I can earn for the house. This is an exceptional purchase, inasmuch as I was able to get this rug at a fraction of its real market value and I think that I am entitled to get as much from you for it as I could reasonably expect to receive in open sale."

This line of argument must have appealed to the boss as reasonable, for he bought the rug and it was charged to his account at $10,000.

Fall Importations of High Grade

Oriental Rugs

TO THE TRADE

I beg to inform wholesale buyers of genuine and high-class Oriental Rugs that I have just returned from a buying trip to Constantinople and other Rug districts of the Orient, where I have carefully selected and secured large consignments of all sorts of fine Oriental Rugs. With a large and most complete stock of fine Rugs in my warehouse, I am now ready to fill any orders at lowest wholesale prices.

Buyers are invited for inspection, and mail orders given my personal and careful attention.

Levon Babayan

Wholesale only

77 Bay Street, Toronto, Ont.

The Battleford Trading Co., Battleford, Saskatchewan, have disposed of their stock to Rogers & Leslie.

The Right House, Hamilton, has a "Club Plan" by which customers may purchase anything for the home, pay 1-6 of the amount at the time and the balance in five equal monthly portions.

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

_____

_____

NAME _____

ADDRESS _____



DRESS ACCESSORIES



THE BUYER'S VIEWPOINT

The opportunity of this department with the gift season approaching consists in good showing and effective display of novelties. Ribbons, neckwear, gloves, in fact any line that represents a gift suggestion should be strongly featured. The accessories department should make a big showing from now up to the year end.

Ladies' neckwear regaining all of its old-time prosperity — The Robespierre the backbone of the trade — The glove and sleeve situation — Ribbons for the holiday season — Veiling novelties — The new embroideries.

THERE is a big season developing in ladies' neckwear, and the manufacturers are busier now than they have been at the same time of the year for seasons past. This fact is brought to the attention of buyers as from now on to the end of the year is the big selling season for ladies' neckwear.

Though the Robespierre is still the feature, the line of selling is broadening out, and is embracing many items. Jabots and falls are in great demand and are selling in endless variety. Chemisettes V-shaped and with stock and revers effects of pleated lace form another important item. The demand for pleated frillings is increasing. Up to date, pleated frillings have appealed only to the trade in the larger centres, but now the call is becoming general and pleated frillings are ranking as best sellers. Not only are they used to edge the sleeves but they are worn both over and under the coat collar.

The outlook is very good for sleeveless guimpes. This item is particularly good because so many of the new dresses are made with low rolling collar and with a low V in front. Now that colder weather is approaching there is an increasing call for guimpes to cover the neck and fill in the front opening. As the weather grows colder the guimpe will become even more of a necessity and the sales on this item should increase.

The open mild weather experienced so far has favored the sale of Plauen coat sets and coat collars. Venise is the favored lace but Cluny and also Macrame are selling. There is a fairly active demand when price is considered for collars and sets of real Irish crochet and hand-made Cluny lace. For the holiday trade collars and sets in Carrickmacross, real Venise and in Brussels and rose point laces are shown. In the big cities there is an ever-increasing sale for neckwear items in real lace.

A fair demand for ruffs has developed, but the general wearing of furs in a few weeks must put an end to any increasing business. It is more than possible that the novelty Robespierre ruffs will be featured next Spring and that ruffs will be a leading neckwear item another season.

When all is said and done it is the Robespierre models in their many variations that form the main part of the neckwear business. Just at present the flat collars are the best sellers, but when colder weather appears the demand promises to change to the high collar effects. Further novelty is added by the introduction of Medici styles and in high-class fancy neckwear the Medici collar has now a strong place.

Ribbons for Holiday Season

Metal edges and Roman stripes the new features in ribbons — Printed velvets and floral brocades features of rich assortment

The approach of the Christmas season is having a marked influence upon the sale of ribbons and the retail trade is helping things along in this department by means of handsome window and case displays. Not only are ribbons themselves attractively shown but numberless fancy articles made of ribbon are prominently displayed. Many novelties in bags are shown developed in handsome ribbons. A new bag noticed was in barrel shape, two sizes of embroidery hoops being used in its construction. This bag was designed for holding work and was fitted with places to hold spools, needles, pins and other accessories.





CASH'S WASH BRAIDS



BEAR THIS MARK





CASH'S WASH TRIMMINGS

WERE SEEN AND ADMIRED BY THOUSANDS OF WOMEN AT THE CANADIAN NATIONAL EXHIBITION THIS FALL.





SEND FOR OUR NEW COLORED CATALOG TO MONTREAL OFFICE

Thousands and thousands of Canadian women—women representative of the best families throughout the country from one coast to the other—carried away from our exhibit the most favorable impression of "Cash's Wash Trimmings," as well as our new colored catalogue and sample card.

"Cash's Wash Trimmings" are very popular and will be in great demand this coming season. The women of your town will want these trimmings and will send away for them if you cannot supply them. The profits are good, the stock is always good and sure.

Send to-day for trial order to our Montreal office at 301 St. James Street, Montreal.

SEND FOR OUR NEW 1913 PATTERN CARD TO US, OR TO OUR MONTREAL OFFICE.

ORDERS FILLED PROMPTLY

J. & J. CASH, LTD., (of Coventry, ENGLAND) South Norwalk, Conn. U.S.A.

MONTREAL OFFICE: 301 St. James Street



Two recent novelties shown by Flett Lowndes & Co., Toronto. One is a Robespierre collar with jabot effect, while the other collar may either be worn flat or as a Robespierre. It is made of black satin and frilling.

Ribbons are unusually rich and handsome this season and this applies particularly to the printed velvet ribbons and to the floral brocades in velvet on a satin ground. Faille and taffeta ribbons are shot in two or more colors and have rich floral stripes or edges. A high novelty has the center in satin with a plush edge imitating ermine or miniver.

Though bows are little used in millinery this season these handsome ribbons are used for drapes and hat crowns. Also the very wide ribbons make handsome panel effects on gowns and wraps.

For millinery use the strongest seller is the narrow ribbon with the picot edge. These are pleated or shirred and formed into cockades, ruches, bows and bandings. Up to date the black edge has held the field in picot ribbons, but the latest novelty shows the picot edge in either gold or silver. Roman stripes in grosgrain and heavy cord ribbons are new. Black, white, and black and white novelty ribbons are heavy sellers.



Neckwear novelty. New form of flat collar with pleated fall of shadow lace. The bows and tabs are of fine leather. This is a copy of a high-class Paris neckpiece. Shown by R. D. Fairbairn Co., Toronto.



Patterns of embroidered wash trimmings manufactured by J. & J. Cash, Limited, South Norwalk, Conn. These trimmings come in all colors and can be applied in most effective manner to ladies' wash dresses, shirt waists, children's dresses, pinafores, rompers, etc. One of the notable exhibits at the Canadian National Exhibition, Toronto, was the display of these trimmings in the Manufacturers' Building.

Interesting Glove Situation

Long gloves selling better than expected — Probable influence on next year's sales — What the sleeve styles indicate.

The retail glove situation is of exceptional interest at the present moment for it indicates that the long glove is in a much more favorable position than was expected. This means that more three-quarter sleeves in blouses and dresses are selling than was thought would be the case and serves to strengthen the position of the advocates of a three-quarter length sleeve for the late Spring and the Summer season of 1913. Undoubtedly the long sleeve is the one selling when the garment in question is either a street dress or a plain-tailored waist, but it would seem as though the majority of women preferred the shorter sleeve in the more dressy gown or waist.

There is, however, a steady increase in the number of short gloves sold but this is only to be expected when the time of the year is to be considered. Nor, according to fashion authorities, are all the big Paris houses unanimously backing the long sleeve. At the recent openings the imported gowns for after-

(Concluded on page 50)



It Is No Secret

that you can get anything in Ribbons

FROM

"THE RIBBON HOUSE OF CANADA"

Ask anyone handling the Barry line!

All Widths—All Colors
Plain or Fancy

LOOK FOR THIS LABEL



Our Mail Order Department is at Your Service.

WALTER H. BARRY & CO., Montreal, Que.

Winnipeg Branch: Silvester Wilson Building, J. R. GALBRAITH, Manager.

Veilings, Malines, Chiffons, Nettings, Laces, Hairnets, Scarfs

¶ Our stock comprises all the new novelties of this line for the coming season.

SCARFS— ¶ We are showing a beautiful assortment of Chiffon Scarfs, Novelty Scarfs, Lace Scarfs and Silk Knitted Shawls, for the

Christmas Holiday Trade

¶ We are direct manufacturers of the above articles and can assure satisfaction in price and quality. We would be pleased to submit samples at your request.

NOVELTY IMPORT CO.

Factory:-12 Place de la Martiniere
LYON, FRANCE

76 BAY STREET
TORONTO, CAN.

KNITTED GOODS

SHOES
BOOTEES
MITTENS
LEGGINGS
TOQUES
HOODS
CLOUDS

SCARFS
WOOL AND SILK
MUFFLERS
HAND MADE CAPES
SHAWLS
SWEATER COATS
INFANTS' JACKETS

NOVELTIES

HAMBLY & WILSON
TORONTO
77 WELLINGTON STREET WEST

THERE'S MUTUAL SATISFACTION IN

"P.C." CORSETS



There is perfect satisfaction for both the merchant and customer alike in the sale of P. C. CORSETS.

They are growing in popularity with Canadian women because everything possible has been done to make the P. C. CORSET a garment that promotes a truly feminine character, an artistic relish to its many wearers.

The P. C. reputation attracts—the merits sell—the satisfaction calls for more.

Send in a trial order. Don't hesitate!

Parisian Corset Manufacturing Co., Limited
Ontario Branch—126 Wellington St. West, Toronto

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

John S. Brown & Sons, Ltd.

Linen Manufacturers
Belfast :: :: :: Ireland
CANADIAN STOCK WAREHOUSE:
84 Wellington Street West, :: Toronto

Linens especially suited for the approaching Xmas trade arriving daily.

Tablecloth and Napkin Sets to match. Tea Doylies, 14, 15, 16-in. Hemstitched. Lace Doylies and Centres to match. Embroidered, Scalloped and Hemstitched Doylies. Centre Tray Cloths, Scarfs, etc., every size. Guest and Toilet Towels, Hemstitched, Scalloped and Embroidered.

Write for our Illustrated Catalogue



THE IMPORTED RUG TRADE

cannot be underestimated for there is a big demand for all kinds. We import *Axminster Rugs and Mats, Seamless Imitation Oriental Rugs* and *Mats, New Fibre Matting, Curtains,* etc., representing the well known firms of Hermann Patz, Oelsnitz, Saxony and for Sachsische Kunstweberei Claviez, Adorf, Saxony.

Send for color cards.

OTTO T. E. VEIT & CO., Importers and Commissioners
Showrooms: 726 Empire Bldg., 64 Wellington St. West, Toronto
PHONE MAIN 2592

READY TO WEAR GARMENTS



The Buyer's Viewpoint

The fact should not be lost sight of that children's wash dresses are eminently saleable all the year round.

Attractive and very becoming lines are being followed in the new dresses. There is nothing extreme to make selling difficult, yet certain features stamp the gowns as being undeniably effective.

Good coat season assured — Growing sale for seal plushes — French blouse, middy and Norfolk styles for children — Chiffon waists strong sellers — Shorter sleeve preferred in all styles but the plain-tailored.

WITH dresses selling like the proverbial hot cakes separate coats must of a necessity be a big item. Manufacturers report that they are full of orders, and also that the full length coat is, for the present season, preferred to the 45-inch models. Forty-five-inch coats have sold only to the city trade and then only in limited numbers.

The real staple garment, however, is the full-length coat made in the numerous handsome and practical styles and materials and this coat must be full length to maintain its character for utility and service.

The materials favored are chinchillas, two-tone diagonal, diagonal tweeds, novelty mixtures, boucles and blankets. There is a big and growing sale for seal-plushes and the various fur fabrics, and also for plushes, velour and ribbed velvets and corduroy and the selling colors are navy, grey, tan and brown.

Many of the cloths show subdued reversible surfaces.

Belted Models the Leaders

French blouse, middy and Norfolk styles for children — A department that is growing steadily.

Now that children's washable dresses for January delivery are on the road, great interest is being taken in the new line for in all stores where the misses' and children's section has been properly tried out, it has become a valuable separate department. No doubt the warmer weather stimulates sales in this section, but there is no getting away from the fact that children's wash dresses are eminently saleable all the year round.

Not only is the sale of children's dresses increasing and more space being given to this line of merchandise in all the best conducted stores, but the standard of quality is rapidly raising at the same time. Orders placed so far fully bear out this statement for nearly all travelers are finding that the better-priced garments are the lines that do the trade.

It is the smart cut and the way in which designers study to bring out the best lines of childish and immature figures that give supremacy to the factory-made garment and it is in competition with this factor that both mother and the dressmaker fall down. When, in addition, the manufacturer uses good wearing material that is washable and keeping its color under the tubbing process, mothers are easily induced to pay the price of the superior garment as she recognizes that she is saving money by so doing.

There is less affinity than usual between the garments made for the small girl and those designed for her mother this season. This is because there is less than usual that can be advantageously adapted for the small girl's wear. Designers therefore have adopted the French blouse design and Norfolk and middy styles.

Practically all children's skirts are pleated, and as a rule there are one or two box-pleats in front and an inverted pleat at the back. Both high and low neck finishes are shown, but the majority of models are collarless, and sleeves are both full length and

three-quarter. The set-in kimona is the prevailing sleeve though some middys have the long shoulder.

Even in the dresses for very young children belted models prevail, and here great preference is given to the one-piece Buster.

Waists for Holiday Trade

Garments in ivory and ecru lace — Chiffon waists the strong feature—Many tailored and semi-tailored models.

Tailored and semi-tailored models are the styles receiving prominence in present sales. This is because the styles at present are exceptionally favorable to the production of smart waists of this class. These waists are selling best in soft satins, in striped soft taffetas, in messaline and crepe de Chine. Waists of washable white messaline or satin are beginning to sell freely and promise to do well at any rate through the holiday season.

Other waists are shown in colors that harmonize with the suit colors they are to be worn with, and the colors selling in the suit department determines the buying in waists.

Little vest effects in contrast are introduced. Buttons, pipings, nets, laces, crystal, jet and colored glass buttons, covered buttons of satin or velvet and small buttons of bone or pearl are some of the most used trimmings.

In the more dressy waists, chiffon gives every evidence of being the popular seller. Styles are very simple and many waists fasten in front at one side of a vest of net and satin. Some chiffon waists show touches of embroidery, but pipings and trimmings of black, white or contrasting colored satin are those best liked. Black and white effects in chiffon or in net and chiffon are very good. The majority of chiffon waists have the long sleeve.

Lace and net waists always sell at this time of the year. Coarse laces such as Clunys and fine nets are the rule trimmed with pipings of color or gold cloth and lace. These waists are for dressy wear and therefore the three-quarter sleeve sells better than the one that is full length.

Dresses Most Prominent

Plain-tailored models in demand — Call for afternoon, evening and reception gowns — The shorter sleeve.

Dresses at the present moment are the most prominent line in the department, and while merchants individually are not placing large orders, the collective buying is of such volume as to keep the manufacturers employed up to their fullest capacity. As the season develops, both the manufacturer and the retailer are becoming more optimistic as to the outlook. Business with the West is particularly active and the feature of the buying that is pleasing the manufacturer most is the very large and increasing share of the business on the more expensive lines of dresses that is now going to Canadian factories. Every effort is being made to procure novelties in trimmings, colors and fabrics, and designers are given every facility in obtaining the proper advance style information to enable them to properly cater for this class of trade.

Fashion seems to have played right into the hands of the manufacturers of dresses for never before since this line became of importance have the styles followed been so attractive and becoming. While a number of features stamp the gown as unmistakably new, this season there is nothing extreme to make it difficult to sell the garments. Moreover, though drapery is freely introduced the new dresses are extremely becoming and because of their clever cut and arrangement give the much-coveted long slender line to the figure.

The new drapery ideas shown are numberless but all have a commendable simplicity, and provided the slender effect is maintained, it seems to be permissible to arrange them in almost any way.

Drapery effects come at either the back, front or sides and invariably fall in long straight lines caught up in a few scant pleats low down near the feet. Many effects are really tunics shaped so as to give the pannier outline. Many of these fall absolutely straight while others are caught with a few tucks or pleats or a few folds under a bow or rosette either in the front or side.

For example, a dress of taupe satin had one side of the front cut the shape of the bottom half of a spoon, well below the knee. The satin was pleated in scant pleats and stitched to this rounded portion. The pleated part was rounded at the hem and the very scant drapery thus created was put into the side of the back panel at the side. The rest of the dress was perfectly plain and simple, the waist being finished with a Robespierre collar opening over a guimpe of shadow lace. The waist was slightly raised and there was a draped girdle finished with two ends of the satin, one coming over the belt placed over the fastening at the side of the front.

All dresses that are in any wise tailor-made in cut and material show the long sleeve but when it comes to the more dressy gown and dresses for strictly indoor wear it would seem as though the long sleeve was not meeting with the expected amount of favor. For these dresses seven-eighth and three-quarter and even elbow-length sleeves are the ones selling, and this feature is becoming more marked as the season progresses.

Dresses of this style often show the kimona cut and the dropped shoulder line is also prominent. In tailored models so far the sleeve set in at the normal shoulder has scored the best success.

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316 Notre Dame Street West, Montreal

A new feature which designers and the trade have taken most kindly to is the Robespierre collar. This is not to be wondered at as it affords a new and yet most becoming method of finishing the neck. Many variations are seen, some being high and some low but as a rule pleated revers or a jabot effect of lace also is added and often there is a little vest of tucked net trimmed with tiny buttons. The waist line is both raised and in the normal place though no waist line is long, and the place of the waist seems to depend upon the style and effect of the dress. Nearly every dress has some kind of girdle or sash as a finish, many of them showing the short Directoire sash either in front or at one side.

Skirts are little, if any, wider than last season, and any extra width there may be is due to the use of pleats. Pleats are scant and pressed, stitched or taped to keep them in place.

Simple tailored dresses come in serge, whipcord, poplin, tweed, fancy worsteds and plain corduroy and fancy velveteens.

The demand is beginning to come in for party dresses of chiffon, lace and net. Pompadour-printed chiffons are mounted over plain satins and are trimmed with shadow laces and gold and silver trimmings. Plain colors in pastel shades are even more popular and the trimmings consist of floral garnitures and bead and rhinestone trimmings. More elaborate gowns show lines of marabout or fur.

How Style Ideas Develop

Introduction of an adaptable suggestion means an instant and profitable increase in articles' selling strength

Perhaps in the distant future, Paris may see her supremacy in the world of dress fade and pass on to other centres. At present, her sway is too real and too potent to be a matter for more than airy dispute, and there can be no question that quite nine-tenths of the new fashions of the past decade have had their origin in Paris.

The only real encroachment made so far, has been on the part of the big ready-to-wear interests on this side of the Atlantic. This has taken the form of exceedingly clever adaptations from leading Paris ideas put into garments suitable for retailing to customers asking for a popularly priced article.

What may be termed the working classes are exceptionally well dressed and in smart, neat, and undeniably tasteful garments both in the States and in Canada. This is undoubtedly due to this faculty for adapting Paris styles to factory-made garments.

This constant introduction of Paris fashion ideas is very profitable, because under modern methods of retailing a style novelty that proves adaptable to the wants of the popular trade and which constitutes a real novelty feature means an instant and profitable increase in the selling strength of the article or line in which it centres. This is such a plain case that it would be superfluous to give individual examples.

Therefore, there can be no wonder that the alert merchant and the up-to-date manufacturer has always an eye fixed on Paris and the doings in dress in the gay capital.

Twice in the year, Paris costumers hold official openings in August to introduce the Fall season, and in March to usher in that of Spring, but the beauty of Paris is that every event that interests, supplies the French dressmaker and milliner with ideas for new modes. For, from long practice, they are abnormally quick to seize upon the smallest pretext for launching a new mode or giving an old one a new and up-to-the-moment name.

The perfectly round turbans and the elongated cap-like hats for instance, had their rise in the recent visit of the Prince of Wales to Paris. These smart little creations show what the Parisian milliner conceives is the special cap that officially belongs to the Prince of Wales. These hats are decorated with three short plumes, or a plume-like feather effect in fancy ostrich.

Not only are these round caps passed as Prince of Wales, but there are jaunty Scotch-looking affairs that are connected by name with the young prince, and this vogue has broadened, while there are many modes that are christened in his honor.

To a similar source may be traced the very free use of pumpkin and orange as a relief color at the present moment. The prominence of this color is due to a state visit to Paris of Holland's Queen. There was a place for a new relief color for the sombre colors now so fashionable and therefore just a touch of brilliant orange appears in millinery or as the vest or lining of the new suit or gown.

A new way of introducing this high color note is by tying the corsage bouquet with a small knot of this color. Collar and cuff sets of this color embroidered in black or in the new Telegram or night-letter blue are seen not only on suits of serge or whipcord but on those of white or natural linen.

The Russian ballet has been a fruitful source of style features, and an English comic opera that visited Paris has been equally productive of modes that are at the same time both chic and demure.

Take the pannier mode now coming into vogue, for instance, for this shows most strikingly how modes are launched and forced by the influence of the stage. Panniers owe their success to Mlle Sorel of the Comedie Francaise in Paris, and report says that feminine and professional jealousy had a part. Sorel was rehearsing a period play that called for a pannier gown, when a rival beauty in the cast was heard making disparaging remarks about the leading woman's figure in that style of gown. Sorel, so the story goes, resolved to make panniers popular, and how with the aid of the house of Cheruit she has done so, the new models for the coming season show.



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DRESS GOODS and FABRICS

New York Fabric Market

One of the features of the Fall openings in New York was the number and beauty of the new fabrics. The newest thing shown was the wool brocades. These were developed in looped and pile weaves either on a plain ground or with the pattern pressed as it were into the fabric, the designs used being large and scroll-like.

Vivid color effects and rich materials the feature — Novelty silk fabrics shown in profusion — Brocades the new feature — Stripes, cords and moires the leading silks — Novelty cloths featured at New York openings

Staff Correspondence

New York, Oct. 15.

AUTUMN novelties in New York leave no question about the prominent position of silk fabrics. The new season's silks include many weaves and also velvets, plushes, brocades and combination fabrics made up of two or more weaves. Not only are the weaves handsome, but the color effects are marvelous and there is every evidence of a desire to place color in a more prominent position than for some time past. Gorgeous combinations of cherry, gold, royal purple, Empire green, orange and terra cotta that are vivid almost to crudeness are prominently shown. And, as if such a riot of color was not enough, many fabrics are further enriched with threads of gold or silver, and there are rich metal brocades on backgrounds of color.

Moires are very prominent, and this fabric both plain and striped is to figure largely in street and reception gowns. Rich moires show satin stripes, either all in the one color or with the stripes in brilliant color thrown up by a dull tinted ground. Such combinations as mauve or dull green striped with orange are seen.

* * *

Brocades and Faconnes

Fancy effects predominate with ribbed and striped effects most in evidence but brocades and faconnes are strong and look at present as though they would grow in favor. The old time poplin is one of the leading new silks and faille and grosgrains are freely shown. Another weave that buyers think well of is princess cotele. This is really a ribbed satin and comes not only in plain colors but in two-tones as well, and a new combination seen in this silk is a dark blue ribbed with violet.

Taffetas are shown in dark colors forming the background for bright Scotch and fancy plaids and also in faconnes in such colors as linden grey, taupe,



Sample of Pamilla cotton, a 36-inch wash fabric, the latest product of Pacific Mills, Boston.



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in beauty of designs, in artistic color combinations, in permanency of crinkle, and in longest wear.

Your jobber will show you the many new Fall and Winter styles that represent the latest fashions in vogue in Paris, London and New York. Early selection is advisable, as this Fall Serpentine Crêpe is destined to even greater popularity than ever before.

SPECIAL:—To facilitate deliveries, through jobbers, we pack and ship individual retail selections of 20 or more pieces of Serpentine Crepe, separately from any other goods going to jobbers. They will be packed in cases marked for identification, with initials or any other marks as specified, and shipped promptly to jobbers or their customers, as instructed by the jobbers from whom the orders are received and to whom the goods will be billed.

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chestnut and niggershead. These silks are very soft and souple and are used for pannier and drapery effects over foundations of lighter colored silks and satins. The same class of faconne patterns are used on satins, failles and velours and are all carried out in self-colors.

Chiffons and mousselines, voiles, marquisettes and grenadine weaves are to have an immense vogue. Not only do they come in every imaginable color and shade but they are also brocaded with velvet, and have floral designs of great beauty printed or painted upon them. White chiffon brocaded with white velvet is particularly handsome and worth mention.

Soft Surahs and Ottomans are to the fore and these silks are seen in alternating stripes with moire and velvet both plain and uncut. Very often these stripes are in contrasting color such as mauve striped with grey, deep red with navy blue, or green with purple.

Among the newer brocades is a metalasse effect. This comes in a rich silk wool and metal mixture that has the gold threads thrown on the surface and the silk below. The manner of weaving produces a puckered or tufted effect that is responsible for the name. This fabric is used for evening wraps.

But after all much of the richness and lavishness of the showing of silk fabrics lies in the brocades which are often of Byzantine splendor and which are of exceptional richness. These heavy brocades are of velvet satin, gold and silver. The background is either of plain fabric or is covered with ¼, ½ or inch-wide stripes all in solid color while the pattern is brocaded in large velvet figures. For evening wear the ground color is in pale shades of yellow, blue, rose or green and the large velvet figures are white. Printing is resorted to in embellishing some of these brocades as in the case of an old gold satin brocaded with darker velvet leaves that had touches of dull rose and turquoise blue. Uncut velvets and velvet ribs on a contrasting ground that shows through between the ribs are others of the long list of novelty fabrics shown this Fall.

* * *

Novelty Wool Fabrics

The number of novelty fabrics, and their beauty and richness, makes the opening of the present season a remarkable one. Most of these novelties are a further development of the sponge and looped toweling idea introduced last season, but the new materials have a richness and splendor that is due to the use of two-color effects and two-tone effects and to the grafting of the brocade idea onto looped, pile and curl or sponge fabrics. Another feature of the new materials is their apparent weight and real lightness. This is attained in various ways, one of which is the setting of raised pile stripes on a background of challie or other lightweight weave.

These raised pile stripes stand out fully rounded like corduroy and are very often in two colors, such as white and grey, white and black or black striped French blue, purple or other contrasting color. Still in the cord effect, but in strong contrast, are the heavy ribbed materials like whipcord, which most stores ticket as velours and contrary to the majority of new weaves this material is only seen in solid color.

By far the larger number of the new cloths show two or more colors in different combinations of a plain background with raised stripes of contrasting color or stripes or figures of heavy blanket cloth or of wool brocade.

* * *

For Contrasting Effects

For making the short, contrasting coats and for the large collars and wide cuffs on long coats and for trimming purposes generally there are many new cloths. One of these is a loosely woven cloth, somewhat on the order of broadcloth, with an indistinct stripe or figure of a slightly darker tone than the background. This cloth is at its best in the blue and dark tan tones.

Wool brocades come in looped curl and blanket effects, either with the figures on a background of plain serge, or with large irregular patterns pressed as it were into the cloth.

Agaric is still to the fore for trimming purposes and both wool and silk agaric show printed figures in vivid colors on a ground of such colors as magenta, nattier blue, or mustard.

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TORONTO



MILLINERY

Season's Style Tendency.

Velvet and moire, velvet and plush, velvet and fur or leather are some of the treatments noticed in the new millinery, and at the same time unique color effects are a decided feature.

The favor with which flowers are regarded in Paris gives strength to the prediction that for Spring this form of trimming will become the vogue.

Stagey Styles for Bull Moose Period

New Garments and chapeaux have an effect suggestive of the French dandy — Postilion type of hat much in favor — Plush and brocades for trimming — Tam Styles in demand — Shaded effects in feathers, ribbons, flowers

Staff Correspondence

New York, October 14th.

ROBESPIERRE is the influence of the moment in the world of dress. The dandies of the French Revolutionary period serve as models for the dames of the Bull Moose period. The tailor-made girl has to add to her severe lines the picturesque ruffles of the days of Robespierre and her hat, of course, while not masculine in its suggestion as is her coat and narrow striped skirt, which corresponds with the trousers worn in the times of turbulent France, has really a very smart trig outline and a flaunting feather not unlike those worn by a French dandy.

NEW STYLES ARE STAGEY.

The newest garments and chapeaux have rather the appearance of being designed for stage wear or for a masquerade, but that is only because they are so dissimilar to those previously worn and of course that suggestion of play-acting will wear off and we will become quite accustomed to our essentially picturesque attire.

UNDERBRIM DECORATIONS.

It is a foregone conclusion that when draperies and full sleeves appear, hats become smaller so that as we are now in a transitory period, we have hats both large and exceedingly small. One feature is characteristic of both, the decrease in the headsize and a slight lessening of the crown in all particulars. Another feature, and a most picturesque one, is the coming into favor of underbrim decoration, feathers falling over the brim edge and flowers laying close to the hair.

WORN AT DECIDED ANGLE.

Generally speaking, the postillion type of hat, much longer from front to back than side to side, is most in favor. Large hats are very often extremely flat, but nearly always this effect is modified by the position of the hat on the head. The accepted position is a decided angle, and this makes the wearing of these flat hats much more possible to the majority of women.

Just at the present, full tam effects are very much in demand and draped hats are in high favor as also are pressed shapes having draped crowns of plush, velvet, satin or kid

PLUSHES AND BROCADES.

Plush is the material par excellence and its use results in very rich and elegant looking hats. In the dressmakers' realm, the most exquisitely soft brocades are used and these are found of use to milliners for crowns and trimming and so of course ribbons in these costly textures are a present-day necessity. Rarely have more beautiful materials been seen than at the present and that they are in almost general use speaks well for the prosperity of the people. Plushes and brocades are both costly fabrics and hats made of them are high-priced, especially when trimmed as they invariably are with paradise, ostrich or large velvet flowers.

How sales are —made—

The quantity of goods you handle has little or nothing in common with the number of sales your department makes. Quantity is not half so essential as quality, and quality alone does not mean quality of materials and quality of workmanship, but it means quality of style or otherwise attractiveness as well as correctness of style.

McCall Millinery is correct and attractive, promoting sales without carrying excessive stocks. Our representatives cover the ground often and will keep you in touch always with what is right.

The McCall line promotes healthy business.

The D. McCall Company, Ltd.
TORONTO

Winnipeg Ottawa Montreal Quebec
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New model showing the elongated boat shape. The hat is of tan moire faced with brown velvet, and the fancy ostrich bandeaux and plume is in brown, tan and orange shades.

SMART COLOR SCHEMES.

Two-tone hats are the newest. In pressed shapes, one finds the top of the hat say in purple, the facing of taupe or mole, a beautiful combination, or the hat may be black faced with mole—also a smart color scheme. Nor is it unusual to have a plush hat faced with velvet or the other way about. Many plush and velvet hats are faced with broadcloth or scratch felt or satin. Plain and miroir velvet are both good and a number of smart hats of hatters' plush are being shown, their edges bound with a shirred arrangement of grosgrain or satin.

It will also be a season of fur in millinery. Mole skins and civet cat are the fashionable furs, mole being decidedly in the lead in high-class hats. Not only the fur but the color is very smart. Hats made entirely of mole skin are seen but other furs are used for trimming purposes only. A large black velvet hat with white fur flat on the brim is a model much copied. Skunk, fox and other long haired furs are used for bands and are beautiful when used with draped velvet, plush or satin. As mentioned previously, white satin is very highly favored and while white satin hats will only be worn to tide over the season, white satin crowns on dark velvet brims will be good all winter ,the satin being draped, of course.

With such a demand for Tam effects—many are made on a rich net foundation and mounted only on a buckram band—and with draped toques so much in evidence, the milliner and hand-made hat manufacturer have no cause for complaint.

PARADISE AND OSTRICH.

For those who can afford it, paradise is the season's choice with ostrich sharing its favor. They are not used together, however. Aigrettes are also very fashionable, but we in New York must find substitutes or purchase our aigrettes and sell them elsewhere.

In both paradise and ostrich black and white are secondary in colors. Shaded effects are the craze in ostrich, while paradise is dyed all sorts of beautiful shades and this adds so much to the cost that it is of course prohibitive excepting for the rich. There is still a tendency toward the return of willows to favor. This is the result of the favor shown uncurled ostrich, for this variety is, as before, the most popular. Feathers are mounted curiously, sometimes crossing each other and spreading in opposite directions.

FLOWERS ON WINTER CHAPEAUX.

As was predicted, large velvet roses and poppies, camellias, pansies and velvet wheat are used on winter chapeaux. Here, again, one finds the preference for shaded effects. A very beautiful flower seen this season has its satin petals veiled with chiffon or mousseline in a lighter shade. Exquisite color schemes are possible with these large velvety flowers and very beautiful flat hats result from their use as well as draped hats, one or two flowers being nested in the velvet folds.

Not a few medium and small hats are trimmed directly in the front with high standing feathers. Neumadie and vulture are used in full clusters.

A return of pheasant breast bands and tail feathers was of course expected. The Lady Amherst pheasant has been popularized and the tail feathers, a yard sometimes in length, are wound around the very edge of the brim, encircle the crown or are caught to the hat and float gracefully but rather inconveniently in the breezes. Pheasant plumage of all kinds is in great demand and coque is also used in many ways, the dyed coque being smarter than the natural variety known as Spanish coque. It is certainly a fancy feather season.

TAUPE AND MOLE LEADING SHADES.

One hears a great deal about it being a black and white season but many bear evidence to show to the contrary. Black and white is a fashionable combination, indeed, when is it not, but there are some colors certainly that one cannot afford to overlook. Taupe and mole, almost similar, are probably the two leading shades. Seal and "Nigger Head" brown are also very highly favored, as are prune and violet shades, fuchias and tawny browns and gold and orange hues, and blue in the darkest of navy known as midnight blue, and some shades of a lighter blue.

Millinery Commissioners, Ltd.



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at least it won't help it long, but the right goods only require the right publicity to give them the position they deserve.

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Millinery Openings

This offer is open to every Dry Goods merchant or milliner subscriber who reads this advertisement within

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of receipt of the magazine and who writes us to that effect.

It will cost us a good deal for every recognition we recieve but it will be well worth while to know that we are talking to real people.

Millinery Commissioners, Ltd.

7 Front Street East - TORONTO

Blue-Blood Milliner Opens Dainty Shop

Lady Evelyn Ward, member of the British aristocracy, in business in Toronto — Hats and accessories — Occupying private residence — Following example of Lady Duff Gordon and others.

LADY Evelyn Ward, a member of the British aristocracy, has opened a millinery and accessories shop in Bloor street West, Toronto. For this purpose she has occupied a building which was formerly a private residence and a large gold sign "Evelyn" has been given conspicuous position, and suggests that most businesslike transfer from Burke to Bradstreet that has been one of the interesting features of the modern mercantile world.

Lady Evelyn Ward is a descendant of Thurstanus de Crichton who was granted the charter of the Abbacy of Holyrood House in Scotland in 1128. "All down the years," states the Toronto Star, "the Crichtons have been active in the life of the country they called their own. Thomas de Crichton was one of the great barons who swore fealty to Edward I. of England, in 1296. The Crichtons have figured in wars without number and enterprises past chronicling, until the latest development where Lady Evelyn has followed the example of Lady Duff Gordon, who, as "Lucille," has made herself one of the foremost dress-exponents and creators in the world.

"The change from the Burke to the Bradstreet rating in regard to the peerage has been a matter of slow growth.

"Earl Granville was perhaps the first who condescended to sell to plebeian manufactures the iron that was no longer needed solely for broadswords, since the Earl of Dudley has also become an iron merchant, Lord Londonderry has taken to selling coal, and the members of the House of Lords who are not interested in the liquor business have become easier to count than those who are so concerned.

"The Countess of Warwick is one of the ladies who were not content to see the brothers and husbands run off with all the family enterprise. Having put her fortune into Warwick Castle the Countess runs it as a company. Lady Henry Somerset is also in many businesses, though in a semi-charitable way, while Sir Blundell Maple's daughter inherited an upholstery shop, and Lord Burton's daughter runs a brewery.

SHE LIKES CANADA.

"When Lady Evelyn Ward decided to enter the business world, Canada held out greater appeal than did the more crowded field in the Old Country, where she had been half owner of a small business with a very select patronage.

"We have been in Canada only three months," said the proprietor of the Bloor street shop to the Star Weekly, "but so far we like it very much indeed. I have just returned from Paris and intend to go over every year and bring back my own things."

"The white green-bordered walls and dear old chintz-covered English furniture make a delightful little place in which to talk hats, and Lady Evelyn has some worth talking about, from the quaint little motor bonnets to the beautiful French shapes with their wine-colored paradise plumes or Kitty Gordon blue ostrich feathers.

"Most attractive, too, are the cushions covered with old brocade or tapestry bits, picked up in London shops, the boxes of Paris flowers in demand for evening wear, and the dainty little nothing-at-alls—bows and bands and knots and beads—that seem to say the last word of completeness for one's costume of the moment.

"Perhaps the lovliest things are the bits of embroidery and Irish crochet, the collars, the tea cloths, pillows, and baby daintinesses made by the girls at home by Lough Erne.

TWO IRISH ASSISTANTS.

" 'My mother is so particular to have only the best work in her school' said Lady Evelyn, 'and as you know, there are no cleverer fingers anywhere than you'll find in Ireland. I've been fortunate enough to get two splendid Irish girls to help me here, and judging by our experience so far, we shall do very well indeed.'

"One quite extraordinary delightful feature of the little shop is that the prices are moderate in the extreme.

" 'That is only business,' said the proprietor, 'we wish to mark an article at just what it is worth, no more.' "

Interesting Glove Situation.

(Continued from page 34)

noon and formal wear that were finished with the shorter sleeve were in the majority. Another factor in the situation is that many women do not favor the extremely long sleeve, for particularly when ruffles of net or lace are added it is neither practical nor cleanly. On the other hand, Spring lines of waists show a large majority in favor of the long sleeve. But the early lines always go to the trade with the proviso that any change developing will be reflected when the garment is made up.

A report from Montreal states that "Indications for spring are that the sale of fabric gloves will be about 60 per cent. long and 40 per cent. short lengths. In the United States about 50 per cent. of the business for spring has already been placed and it has been on that basis, while bookings have been much heavier than ever before.

You Can Settle

the puzzle of

Import Millinery for Spring

to best advantage by placing it in our hands. You get what you order in all cases. You get the values and you get the right ideas. Our representatives are out now and will call on you shortly. To get our line together too early would mean a lack of the desirable lines, and we know your interests will be best served by waiting to see us before placing orders.

Continental Manufacturers Syndicate

Limited

77 YORK ST. - - - - - TORONTO

The buyers in the adjoining republic place their orders much earlier than do the Canadian buyers and manufacturers in forecasting next spring styles have these statistics to go upon and are not merely guessing at it.

The proportions of blacks in the long length gloves is about 20 per cent. black and 30 per cent. white and 10 per cent. in colors—principally tan and greys.

While long gloves are to be very good dealers should not lose sight of the fact that short gloves will be good also and a fair proportion of these should be stocked as well.

The Chenille Dotted Veil

Scroll-form patterns the feature — Shetlands still the big sellers — Novel two-tone effects.

The veiling situation continues to improve as the fashion news both from New York and Paris indicate a revival of interest in the wearing of the veil. The newest feature is the favor given to the chenille dotted veil. Only small dots are used and the novelties show these dots arranged in scroll patterns as well as in the more usual group designs. The scroll patterns above mentioned as a rule outline shadow designs in leaf and floral patterns. The highest favor, however, is accorded to chenille dotted tuxedos.

Magpie effects are strong and white mesh effects outlined with black dots are decidedly striking. Decidedly new and favored by the trade that stocks the more extreme novelties are flesh pink tuxedo nets decorated with dots of black chenille.

In spite of the advent of the dotted novelties, Shetlands hold their own and now that the weather is becoming more like the Fall there is an increasing demand for black Shetlands. White Shetlands are still selling both in floral and cracquele meshes.



Ostrich Feather Co.

MANU-FACTURERS OF

OSTRICH
PARADISE
OSPREYS
MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents: S. E. PORTER & CO. ,Birk's Building

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

NOVELTIES FOR BABY'S WARDROBE.

Richard G. Krueger, manufacturers of and importers of original and exclusive novelties are making a most interesting display of articles for infant and juvenile requirements at their showrooms "Daintyland," 162 West 21st St., New York. These novelties include laundry boxes, clothes trees, nursery chairs, baby baskets, screens, record books and many other features that are so desirable for the sample wardrobe.

PEWNY'S GLOVES IN CANADA.

Emil Pewny, of London, England, representing Pewny's gloves Grenoble, France, on the English and Colonial markets is in Montreal on business for his firm. He leaves shortly for New York and other United States cities to place Spring and Easter Samples before his numerous accounts in that country.

Pewny & Co. are completing a new factory, which is expected to be in full operation during the month. Improved facilities will enable him to increase their output to handle a growing demand. Quick deliveries are the tendency of to-day and the firm announce that they are making a specialty of Canadian business.

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MEN'S WEAR SECTION

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Persistent Advertising Built this Business.

Prepare for Suggestive Novelty Season.

How Would You Conduct Season's Advertising?

New Clothing Store Has Fine Equipment.

Men, Methods and Clothes.

Show Cards that Sell in the Men's Store.

The Cardman's Query Column.

Good Advertising Featuring Notable Advertisements with Definite Purpose.

Would You Continue the Sale or Maintain Intended Price?

Simplified Method of Stock-keeping.

Prepare for the Customer Beforehand.

ADVERTISERS in this paper are reaching more actual buyers of men's goods than is possible with any other paper or combination of papers. You reach the best men's wear stores and the men's wear departments in dry goods stores throughout Canada with our two papers for one price. It will pay non-advertisers to investigate this proposition.

Would You Continue or Recall The Published Price?

THE REVIEW'S problem this month is one that was suggested by a merchant who had sent to the printer an advt. containing a feature at a certain price. When the advt. appeared, however, the price was wrong — figures had somehow become twisted, so that, according to the advt., the article was offered at fifty-seven cents lower than was intended.

The questions which the merchant would like to have discussed by other retailers are:

> **Would you continue the sale at the published price, or would you make an explanation and sell at the intended price? Would you hold the publisher responsible for the mistake? How many proofs of your advt. do you insist on seeing before publication?**

For practical articles on this subject, The Review will pay from $2 to $5 each.

All replies must be in by Nov. 13th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

THE opening of the college season calls for special enterprise on the part of men's wear dealers in those cities that may be classified as seats of learning. The forepart of the season may see no remarkable growth in business following these increases in population, but as mid-season and cold weather approaches all lines are benefited. The early demand is chiefly for accessories—gloves, hosiery, neckwear, underwear, etc., and some shops have found that it pays to specialize in some one of these departments rather than use the general appeal. One line may thus be used as a lever for others. As the Christmas season develops, college trade becomes an important item.

* * *

Quite as perplexing to the Canadian men's wear trade as to those of London, Eng., has been the season that has just passed. A correspondent writing from across the pond states that the better part of the Summer's business was lost, and raincoats were the one line for which there was a brisk demand. Now has come a sudden change to the heavier requirements of Fall, with here and there a day suggesting a return of summery apparel. Dealers state that there has been an excellent demand for Fall suits and that, apart from the staple blues, good business has been done in heather mixtures in brown and grey effects.

* * *

A good thing is worth repeating many times, hence the persistency with which the injunction "Do your shopping early" will be emphasized from now until the year end. A practical idea for the window or prominent department location takes the form of a frame two or three feet square into which cards may be inserted. These cards are consecutively numbered, similar to a calendar, each representing one day and the flight of time is indicated by the removal of a card each day. A heading may be used also stating the number of days remaining. Such an indicator, set up at one side of the window or in a prominent position, keeps the thought before the minds of passing people, and in fact would be often referred to by those who had allowed their memories to lapse.

* * *

John Brass, men's furnisher, 148 Yonge St., Toronto, suggested the Autumn or harvest season in his store by its adornment with golden grain, leaves, fruits and other appropriate decorations. Recently this firm also employed an advertising idea similar to that sometimes used by newspapers to arouse special interest. They were represented on the street by a "Mr. Well-Dresser," who presented coupons good for bengaline ties to those who identified him. An announcement that he would be in the vicinity of a certain corner at a specified time had the result of attracting considerable crowds.

* * *

"The manufacturers are certainly using beautiful materials in their neckwear and putting more brains into designs than ever before," said Gordon Dunfield, Toronto, recently, "but it looks to me that it is going to be a hard proposition to get the trade generally, especially the small man, away from the prices demanded by his trade. Certainly there is more money in 75-cent neckwear than in the 50-cent variety, and we are selling the better grades right along, but it is going to be hard for some dealers to get out of the groove established by the price limits of their localities. Certainly when a man's trade warrants it he should push better goods, but a half-hearted experiment is likely to prove disappointing. It can only be a gradual development.

The twice-around bow tie has made its appearance —that is the band circles the collar once from front to back and is then brought to the front for the tie. Some of the new, soft polka dot bands are being worn in this way, suggesting a revival of an early Victorian vogue.

* * *

How badly a certain Western merchant needed a smart salesman to run one of his departments may be judged from the fact that he returned to his old home town recently, bought out the tobacco store, conducted by the man he wanted to engage and otherwise removed every obstacle likely to be considered by him as preventing the change. This merchant, by the way, went West about one year ago, and is now building a new store.

* * *

G. H. Moore, 1200-20 Yonge St., Toronto, used a neat four-page folder in introducing the Fall season. The reading matter was printed on sheets of white paper 3½ x 6½ inches and applied to a brown cover paper 17 x 7½ inches in size, which constituted the folder. The department represented by the white sheets was printed in black on the brown paper at the top of each sheet. The store has four departments, men's tailoring, ladies' tailoring, men's furnishings and cleaning and pressing. The neatness of the folder was due in some measure to the fact that only one series of type was used.

* * *

A men's wear salesman who has just returned from the West states that the impression in the East that merchants there are getting vastly better prices for their goods than those of the older provinces is in some respects a mistaken one. "Human nature," he states, "is just the same wherever you go and Western customers are just as keen on bargains as they of the East. Account for the difference in shipping charges and you will not find much difference. A $2.50 tie in the West is $2 or better in the East, but I will say that there is a strong tendency to push better stuff. Rarely, if ever, does one hear of 25-cent neckwear, unless it is in the very cheap stores. I think the Western merchant realizes that he is, in a sense, moulding his market and that it is a mistake to pound along on goods that carry little profit. It is a mistake, however, to think that the Western merchant has anything on the Eastern man because he has not. Your man here has to deal with more concentrated conditions. Intensively competitive are the words that apply to the East. The way it struck me, a man could start business in a hole in the wall in some of those towns out West and make a fairly good living.

While it is estimated that 75 per cent. of all the collars sold to-day are the closed-front fold style, there is an increasing call for collars with a more open front. New models are therefore making their appearance, many of them having a cutaway feature to conform with this tendency and with the neckwear vogue which seems to favor the spaced front. Collar manufacturers in the United States are also reported as being of the opinion that the demand hereafter for soft collars will be considerably lighter, that they have reached the height of their popularity. A very heavy business was done in soft collars in Canada last year, and opinions differ as to the prospect for next year. Certainly it has met with decided approval as an outing-wear accessory and for the man who works outdoors it answered a definite purpose.

* * *

Is the sweater coat featured as strongly as it should be in the men's wear store? This is a garment on which manufacturers have specialized until it would seem that no new features were possible, and it is a garment, too, which is being worn by every class. The men's wear dealer should consider whether he is getting his share of the business. With the hunting season approaching and with the gift period looming large, this is a line that will respond readily to aggressive advertising.

* * *

Comparisons between the apparel of to-day and one hundred years ago may be made an interesting feature of the window display and advertising. Notable events occurred in this country a century ago, and the advt. man or window trimmer should find no lack of suggestive material. The idea has been considered a good one by a shirt and collar manufacturer in the United States who is supplying his customers with material and fixtures for displaying the collar and neckwear styles of fifty years ago and those of to-day in the same window, a contrast that is bound to attract a great deal of attention wherever the displays are made. In one half of the window will be shown the old-fashion standing, or single, open-front collars and the various styles of black bow ties that were worn by our statesmen half a century ago, and in the other half of the window will be shown the very latest styles of collars and four-in-hand and bow ties most fashionable to-day, while in the center of the window there will be a framed picture of a group of famous statesmen of fifty years ago, illustrating the old-style collars as they were worn then. The display is also a help to the neckwear department of the store, for it gives the retailer an opportunity to show his new goods to advantage.



The above picture shows the building, inside the two crosses in the upper part of the picture, occupied by "The Two Macs Limited." The crosses shown at the bottom show how much frontage the store had in 1902.

Persistent Advertising Built this Business

Two Macs, Ottawa, multiply their trade twenty times in as many years — Most people have most money, one of their axioms — Stock-keeping methods — The best business booster.

THERE is not a business in Ottawa nor in the Ottawa Valley that has grown more rapidly during the last few years than that of "The Two Macs Limited," complete men's furnishers and outfitters.

"What has been the basis on which you have built up such a successful business?" asked a representative of The Men's Wear Review, of Stewart McClenaghan, president of the company.

"Advertising," was the answer. "From the day I started in business in 1889, when I was 21 years of age, I have never let up on advertising in every conceivable medium. A number of times I have bought advertising space when I did not have enough money in the till to pay for half of it. The man who cannot make his business go to his satisfaction is the man who fails to keep firing his ads. before the public. How well it pays you may judge from the way my business has grown in the past 23 years. Last year our turnover was $300,000, and this year I expect it will be $50,000 past that mark.

PERSISTENT ADVERTISING DID IT.

A striking example of the value of persistent advertising was given during the civic elections in Ottawa last January, when Mr. McClenaghan was a candidate for Controller. An old lady who lives in the east end of the city went to the polling booth to register her vote. "Whom do you want to vote for?" she was asked.

"For Mac of 'The Two Macs,' she answered. "I don't know his full name," said the old lady, "but they run a good store and give good value for money and one of those Macs should help to run the business of the city, and that's the man I want to vote for. And she did vote for Mr. McClenaghan. He was sent to the City Hall as a Controller by a majority of more than 2,000 over the other successful candidate. Mr. McClenaghan admits frankly that because it was generally known that he was one of The Two Macs, a firm which everybody in the city and district knew of through no other cause than by extensive advertising, is the reason he was elected as Controller by such a large majority.

THEY HAD THE NERVE.

The business of The Two Macs was first established by Mr. McClenaghan and Murdoch Donald MacKay. They started in 1889 as custom tailors in a small store on Wellington street. They did a fairly good business there, but not as much as they wanted to do. In 1902 they moved to the corner of Sparks and Bank streets, the present stand. The floor space they rented then measured about 1,000 square feet,



The furnishings department, Two Macs, Ottawa. Clothing section in rear. Every line is well displayed. Andrew McKerrow, manager.



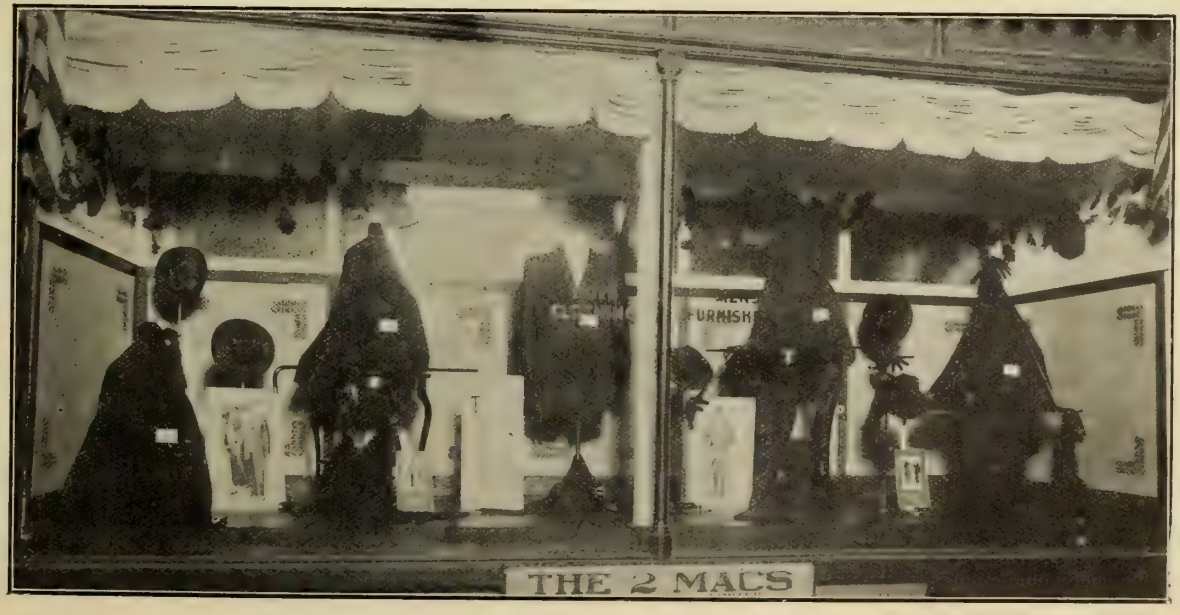
New clothing department of the Two Macs, Ottawa. L. Whitney, manager.

and the rent for that store on the busiest corner of the city was $50 a month.

An old friend of The Two Macs called in the store one day and severely reprimanded the two young men for what he termed "such reckless enterprise." "You'll never do enough business to enable you to pay such a big rent," he said. The two young optimists disagreed with their well-meaning friend and proceeded to advertise more extensively than any other store in the city.

Two years later, Mr. MacKay withdrew from the business and Mr. McClenaghan formed a limited liability company, taking most of the stock himself. Then he proceeded to launch out as a complete furnisher for men and boys. He began to extend his windows along Bank street. All the time he kept the name "The Two Macs," constantly before the people. The name of the firm became a household name. Care was and is taken to see that the goods were up to the standard that the ads. claimed they were.

By 1907 every department necessary to a complete store for men's and boys' furnishings and clothing was installed, and there was some window frontage on Sparks street by this time. The business done last year was over twenty times larger than that done in 1889. Recently every department of the store was increased in size. With the exception of three rooms on one floor of the big building shown in the accompanying illustration, The Two Macs occupy the whole of it. The space on the ground floor measures 10,000 square feet, and over 100 hands are employed by the firm.



Clothing window featuring $15 suits. This trim is attractive because there is nothing to divert its suggestive value. By J. L. Beaudry, for Two Macs, Ottawa.



Neat tailoring window by J. L. Beaudry, for the Two Macs, Ottawa. Background of panels in wallpaper treatment, decorated with autumn leaves. The fabric is effectively draped on circular form and stands, and the trim introduces hats and accessories to match.

NO ONE CLASS CATERED TO.

Other methods on which the business has been built up are that no one class has been catered to. The most people have the most money is an axiom with a lot of philosophy in it which the Two Macs have appreciated. "We sell at the lowest possible price and guarantee to satisfy a customer so that he will go away and become an advertiser for us," stated Mr. McClenaghan.

HOW WINDOWS ARE USED.

"The Two Macs" have eleven show windows in their store and they are perhaps the most extensively used to inform the public of what the store has to offer in the way of special attractions.

Each window measures fifteen feet long by four feet deep, and each window is generally divided into three sections by oak partitions. Every window is changed not less than once a week, sometimes two or three times. The show cards used are white with black lettering, except during special sales. Price tickets are invariably attached to all goods in the windows.

Mr. J. L. Beaudry says that he is careful to work in co-operation with the managers of the different departments. If they want special windows he makes a big effort to oblige them as quickly as possible. Suggestions are also interchanged. Attention is paid to see that advertisements in the newspapers are backed up by window displays.

BEST ADVERTISING FEATURES.

The store's most successful advertising feature was introduced on March 17, 1900, the anniversary of the business. So much extra business was done then that the St. Patrick's day anniversary sale was made an annual event. The windows are decorated with shamrock and other suitable trimmings. All sorts of novelties are introduced to popularize the sale. A window may carry a display of shamrock shipped direct from Ireland one day and a piece of the Blarney stone the next. Shamrock-leaf designs liven up the newspaper ads. Billboards all over the city announcing the bargains at the Two Macs' sale carry pictures of famous spots in Ireland. Attention is also given to the fact that the sale is to commemorate the anniversary of the business of the Two Macs.

(Concluded on page 106)

M. J. Maher, recently with the Robert Simpson Co.'s clothing department, has gone to Peterborough to manage a new Oak Hall store.

The Jackson Mfg. Co., Clinton, manufacturers of boys' clothing, are considering the extension of their business by opening a branch in Wingham. They now have factories in Clinton, Goderich and Exeter.



BLACK PRINCE

THE WORKINGMAN'S GOOD, BIG, COMFORTABLE SHIRT

¶ The sales on this shirt, this year, so far are **four times** as great as during the same season in 1911.

¶ The **quality** of the Black Prince is the reason for these large sales. The shirt is cut on big lines—long sleeves—big, roomy armholes.

¶ The color is fast black. You sell the shirt with the understanding that the dye will not wash out—boil out—nor fade out.

¶ There is big business for you in this shirt and a good margin of profit.

¶ Ask your wholesaler for sample and price. Made and guaranteed by

The Canadian Converters' Co. Limited.
Montreal



Windows featuring swatches for made-to-measure clothes. By Edwin E. Bell, Guelph.

Featuring the Special Order Department

How to make an attractive window of swatches or samples — Effective methods of price ticketing so that customers can examine an assortment of patterns satisfactorily — Dating delivery of orders

(By Edwin E. Bell.)

THE made-to-measure or special-order department has become an important feature of the up-to-date clothing business.

The majority of trimmers find difficulty in making an attractive window of the usual swatches or samples as supplied by the wholesale trade.

The windows accompanying this article show one effective method of featuring the above department, making unusually attractive windows and bringing very satisfactory business.

The method of price-ticketing the swatches as shown more clearly in small photo is found to be very effective. The prospective customer can at a glance see a large range of patterns and prices and often becomes sufficiently interested to step inside and inspect same at closer range.

Fashion plates, swatches and a few model garments should be at hand; in this way many an extra order can be booked. Time being money now-a-days, the above appeals to the busy man who usually puts off the ordering of his clothes until forced to attend to same.

GARMENTS TO SHOW EFFECTS.

A new "divider" fixture of simple design as illustrated, with plate glass shelves borrowed from show cases were used in this trim. Show-cards were of a rich shade of brown with price tickets of a lighter tone blending well with general color scheme and adding a brightness to the display.

The shelf trim and background show some of the cloths made up in model garments showing the new styles, Raglan shoulders, new ulster overcoats, etc.

As a finishing touch a few of the newest arrivals in hat and furnishing stocks, and palms completed a pair of windows that caused much favorable comment and brought very satisfactory returns in increased business.

PROMPTNESS IN DELIVERY.

In dating delivery of order salesman should allow a margin of a day or two in case of occasional delays by express company, wholesale house or other cause, and to make sure garments will be pressed and ready when customer calls for same, and to carry out the good impression made when order was given. Slow or uncertain delivery has been the means of losing many a good customer.

FITTING THE CUSTOMER.

The fitting on of a new suit or overcoat should be done in a confident manner indicating that salesman knows his business. The man who is always in doubt as whether garment is going to fit properly had much better devote himself to some other department as he, in greater or lesser degree by his manner or mental suggestion, creates a similar doubt in customer's mind.

Any minor alterations such as shortening sleeves, or trousers, should be considered a matter of only a few minutes work for tailor to rectify.



BALE PRESS AND STOCK ROOM

From 10 sewing machines to this factory in three years.

WHY?



OPERATING ROOM

Figures sometimes lie, but photographs don't. These pictures tell their own story of our success.

THOSE WHO TOIL EARNESTLY AND WITH SUCCESS

WILL BE SATISFIED ONLY WITH THE BEST OVER-HAUL THAT CAN BE MANUFACTURED.

LEATHER LABEL OVER-HAULS



ARE HIGH GRADE, HONEST MADE AND THE BEST

TRADE MARK

AMERICAN STYLE WORK CLOTHES.

THEY ARE DOUBLE STITCHED THROUGHOUT, BIG AND GENEROUS (IT TAKES FROM 42 TO 44 YARDS TO MAKE A DOZEN), HAVE SEVEN POCKETS IMPORTED BUCKLES AND BUTTONS THAT WONT COME OFF, ELASTIC DETACHABLE SUSPENDERS, ETC

LOOK FOR THE TAN COLORED TRADE MARK ON YOUR OVERALLS, THE LEATHER LABEL.

WE ARE THE AGENTS FOR LEATHER LABEL OVERALLS.

Success doesn't come without merit. Therefore, Leather Label Over-hauls must be honest worth.



NEW HOME OF LEATHER LABEL OVER-HAULS

The Leather Label Overhaul Co.

Walkerville, Ont.



AUTOMATIC CONVEYOR

Tear out and mail this page to us with your name and address and we will send you samples free of charge.



Neat and effective method of pricing swatches for made-to-order clothing.

If garment does not fit, it is generally good business to discover same as soon, or before customer does, and be interested immediately in suggesting remeasurement to correct faults, not trying to force sale, as this means a dissatisfied customer and a loss of future business.

If given proper attention the made-to-measure department will be found to be a paying feature, a good method of getting in touch with the higher class trade, and giving a better tone to the entire business.

Under the heading "I Wonder Why They Didn't Think of it Before," a large clothing house printed the following numerals "41-42-43-44-45-46-47-48-49-50," and then the following argument:

"Shirts in half sizes, collars in quarter sizes, hats in eighths, and even shoes in quarters. Why shouldn't clothes be built that way, too? Most expensive part of a man's wardrobe, yet treated with less consideration than his collar—up to now.

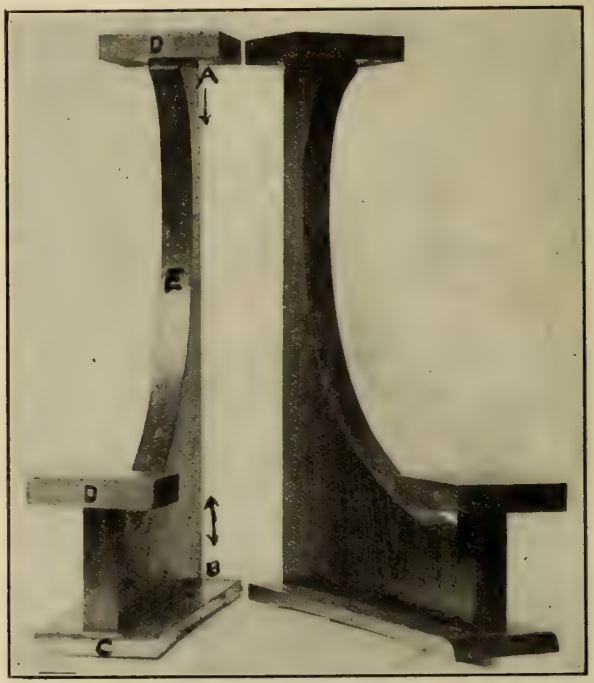
"The numbers printed above mean things. They mean that for the first time in this city a men's store is ready to give the man who wants an 'over forty' suit the same fit and satisfaction always given his slighter brother. Suits made 41, 42, 43 fit. It isn't like getting a 42 or a 44 and having alterations made. Think of the satisfaction of sliding into a suit that fits the first time on. Almost no alterations. The odd number sizes take care of that.

"Next, these suits do not 'balloon the figure.' They fit, for besides being made in sizes to fit, they are made in models to fit. For instance, long stouts, regulars, and short stouts. Sounds good, doesn't it? And you do not pay extra for this service."

Forty-one Years in Business

Robert Aikin, Dresden, Ont., who has been in the dry goods business for a continuous period of 41 years in that town, recently celebrated his seventy-fifth birthday. Commenting on these notable facts, a local newspaper points out that "during all this time Mr. Aikin's business has showed an increase every year, and his turnover this year will total up to about $40,000. Mr. Aikin's steady success is due in no small degree to his thorough business tact and ability, combined with a thorough recognized principle of giving his customers good value for their money and always dealing in reliable and well-tested merchandise."

Mr. Aikin first went into business in 1871 with R. Kimmerly, the firm name being Kimmerly & Aikin. They were burned out five years later, and the firm moved to a small store about 20 x 30 feet, which they built. They moved into larger premises one year later, and again in five years they occupied a still larger store. His partnership with Mr. Kimmerley continued for 20 years, when Mr. Aikin branched out for himself. His store was destroyed by fire two years ago, and the fact illustrates the enterprise behind the business that the store was rebuilt on a larger scale and a grocery department added.



Useful divider for window or ledge trim. Height A to B 26½ inches; base B to C, 20 x 5½ inches, square top D, 6 x 6 inches.; E, 1¾ inches thick.



"CHESTER" Specials

FOR CHRISTMAS SELLING

Our Representatives are now showing a most complete and artistically gotten up Holiday Line of Suspenders in Combination Sets and Single Pair Boxes. Something entirely new in the way of packing.

If you haven't seen these "Specials" yet, write for our traveller to call and show you the complete "Chester" Line.

HALLS LIMITED, MANUFACTURERS

Brockville - - - Ontario

Full stock carried at our Winnipeg Warehouse—148 Princess Street

President Hollinsworth Discusses Future Plans of the C.W.T.A.

To the Members of the Canadian Window Trimmers' Association:

IT is gratifying to look back on our first assembly and note the great interest taken by so many of the young men who are following up the window display profession.

There is no doubt, judging from the remarks heard since the convention that those who attended were certainly repaid for any expense or inconvenience they were put to in attending.

The demonstrations and lectures given provided an abundance of valuable information, and those who attended could not but feel like going back to their work and renewing their energies along better lines than heretofore.

Now, boys, just a word about the next convention. Let us all get together and boost it. Let us try and interest as many of the other men in the business as we can. By having a big membership we are going to strengthen our organization and create a bigger interest. Among those of you who did not win prizes this year I hope to see no feeling of envy or jealousy, as your time will come to share in the prizes when you prove your ability.

Next year I expect to see more photographs submitted. Last convention there was not a sufficient number of competitors. Between now and next convention, have at least six of your best trims photographed. They are always a good thing to have as credentials in seeking a new position.

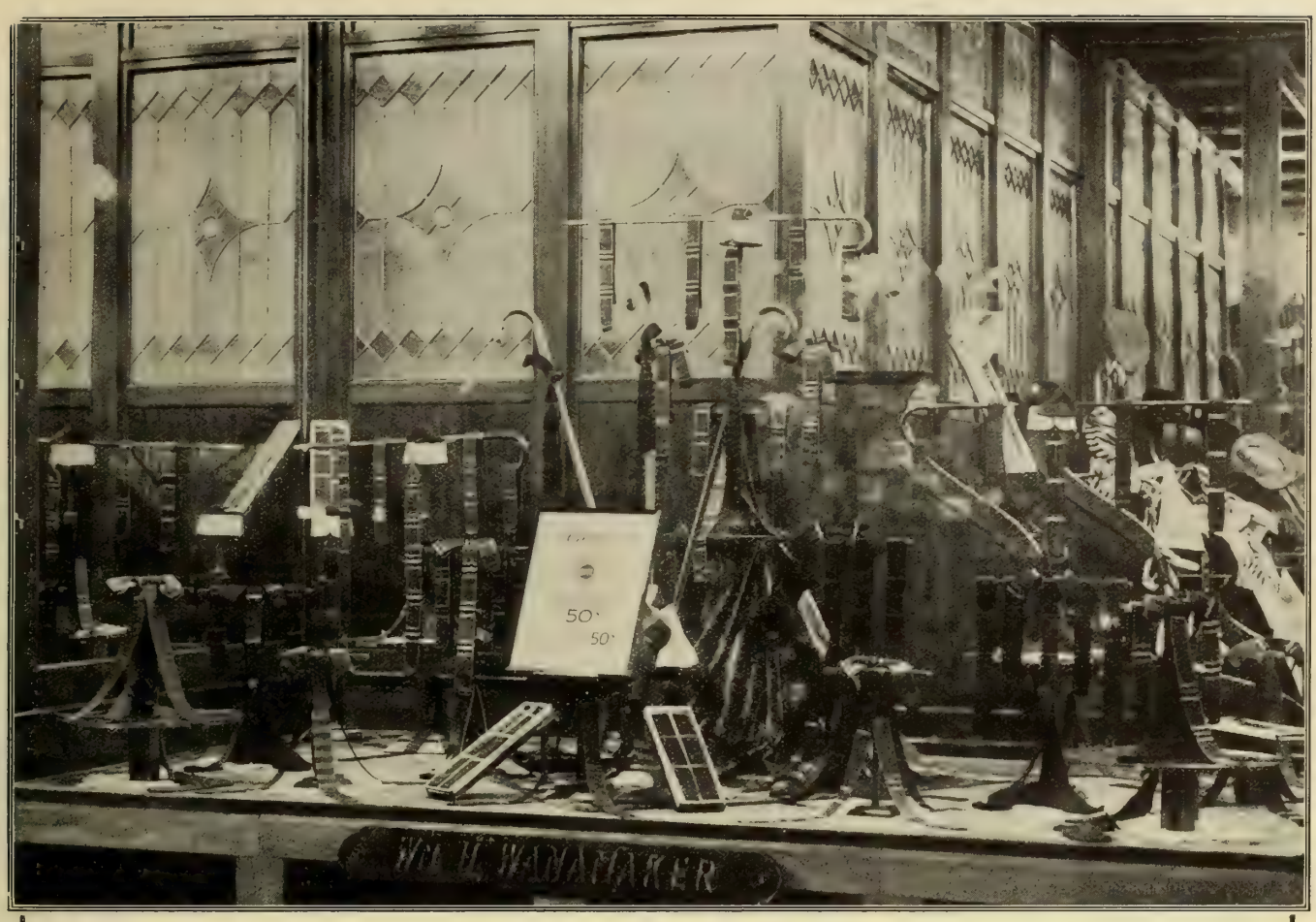
The committee purpose having even a better and more interesting programme for the next convention. The dues you pay to the secretary will go towards prizes and towards general arrangements. Different merchants are interesting themselves in our organization and have promised us financial aid. Let us endeavor to interest as many merchants as possible for, after all, it is the merchant who is going to benefit by our association eventually. His merchandise is going to be properly introduced to the public, and the general appearance of his store will be improved as his window trimmers' ideas become advanced through our meetings. We can therefore increase his profits to a great extent.

In concluding, let me ask you to make sure of attending the next convention, and if possible bring a new member with you. Note any new ideas you may have had or seen, and let us have them. It is only by the interchange of ideas that we all can learn something new. Everybody should feel that he is just as important in this association as any one else.

The membership fee is very small, and you must not forget the fact that the knowledge you can get through our conventions are costing very little. Don't let your dues run in arrears as it means a lot of hard work for the trimmers who have kindly consented to give up a lot of their time free of charge to further the interests of others. With Thanksgiving Day, the C.W.T.A. will be one year old. It has accomplished a great deal in that time, but still greater things are planned for the future. Your co-operation in every way is required, and a practical way to demonstrate it at the outset is to renew your membership immediately by sending $2 to the secretary, 143 University Ave., Toronto.

As the association grows, several new features may be added that will be a benefit to us all, viz: an employment bureau, a sick benefit department, and several other features which we purpose taking up as our association may deem feasible. Announcements will be made from time to time in the Review. Don't let your interest lag during the intervals between the meetings, and if you have any suggestions to make, or if you request information of any sort, drop the secretary a line.

H. HOLLINSWORTH, *President.*



A Wanamaker Window of "Onyx" Knit Silk Scarfs

It is a crying shame for dealers to sell to their customers for seventy-five cents, so-called Silk Ties when they can get the

"ONYX" Genuine Pure Thread Silk Knit Ties

to sell at the same price

Send for line of Samples or Salesman, without delay

"ONYX" Special Holiday Combination Hose and Tie

A Pure Silk Accordion Ribbed Hose and Tie, in 10 color assortments, attractively boxed.

A remarkably acceptable and practical holiday gift for men, of rare excellence, to retail at $1.75 per set.

GUARANTEED ONYX REGISTERED

Lord & Taylor

Wholesale Distributors

New York

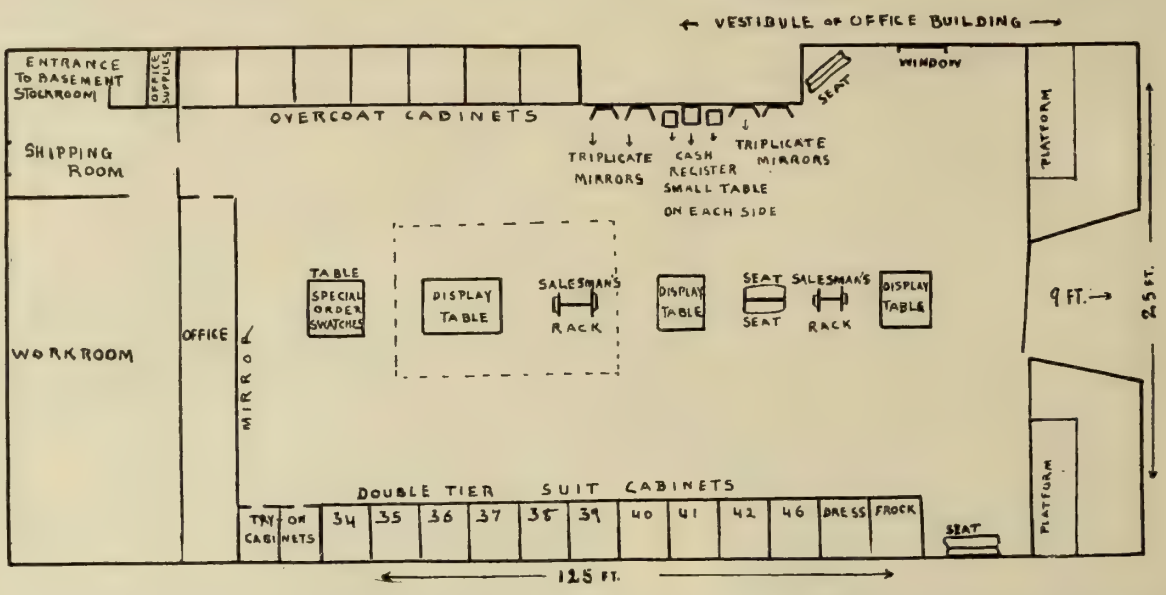
GUARANTEED ONYX REGISTERED

Philadelphia Office: 1033 Chestnut Street

Chicago Office: American Building, State and Monroe Streets

Boston Office: 78 Chauncy Street

San Francisco Office: Bankers' Investment Bldg.



Floor plan, new store of Ed. Mack, Ltd., Toronto. The store is finished in quarter-cut oak highly polished, and presents a very fine appearance. The windows have platforms at the rear in order that articles in front may not obscure those behind. See article.

New Clothing Store Has Fine Equipment

Ed. Mack, Limited, Toronto, now occupying up-to-date establishment in good location — Wardrobes for 1400 suits — Facilities for effective display — Basement equipped as stockroom.

NOTABLE features in the new clothing store of Ed. Mack, Ltd., in the Richmond-Queen block on the east side of Yonge street, Toronto, are its display equipment, its selling facilities and systematic arrangement of stock.

The store has a frontage of twenty-five feet, and two display windows, each of which is nine feet deep. In the rear of each is a platform about two feet high. Goods may be arranged in this to advantage with no possibility of the view being broken by garments placed nearer the window. These windows, and in fact the entire store, are furnished in quarter-cut oak, natural color and highly polished.

WARDROBE EQUIPMENT.

The double-tier suit wardrobes, with revolving racks, have a capacity of 1,400 suits. Each cabinet bears a number corresponding with the size of garments carried within. At the end of this line of wardrobes are two try-on cabinets, and on the opposite side of the floor are the overcoat cabinets, four large triplicate mirrors, and cash registers, with small tables on each side for the use of salesmen in checking stocks or other clerical work. Down the centre of the store are arranged tables for showing swatches, or displaying garments, and small racks on which to hang the customer's coat or vest in trying on or for garments which may be taken from the wardrobes for the inspection of customers. A double-sided seat is also a convenience included in this floor equipment. It is placed opposite one of the triplicate mirrors where, should a friend accompany a customer, he or she may be seated, and pass an opinion upon the fit and appearance while the person who is buying may have every possible opportunity for personal inspection. Seats are also placed near the front of the store. There is a light-well above the centre. The offices, workroom and shipping rooms are in the rear, and in every section of the store there is excellent light.

BASEMENT STOCKROOM.

The basement is used for stock. Here the garments are neatly arranged on racks and tables, and to meet any possibility of dampness a large electric fan has been installed opposite an opening in the front wall. By this means a current of "live," fresh air is projected through the stock room and the place is as "dry as a bone." From the lane in the rear of the store is a chute down which cases and bundles of every kind are sent to the stock room. This is a time and labor saver.

LIGHTING CONTROLLED BY SWITCH.

An electrical time switch in the basement also turns the window and store lights on and off at the time of day required without attention from a member of the staff. Such a device is particularly useful on a holiday or any occasion when the store may be

closed. The switch will look after the turning on and off of the store lighting at the time for which it is set. It is not necessary for anybody to "run down town to look after the lights."

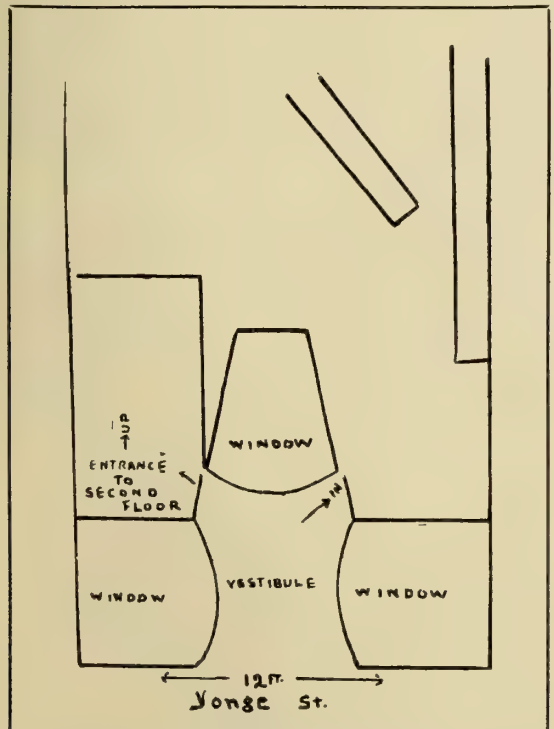
GOOD LOCATION.

The store is located in the centre of a very busy block, opposite one of the large departmental stores. It has an attractive appearance and seems to be well placed when one considers the apparently well founded theory that of the people who pass to and fro at this point, men are in the majority. The store is also next door to the Hotel Tremont which is being remodelled on modern lines with very handsome marble front.

Solved His Window Problem

How a Toronto tailor arranged very attractive front — His methods for capturing student trade — Adapting displays to limited space

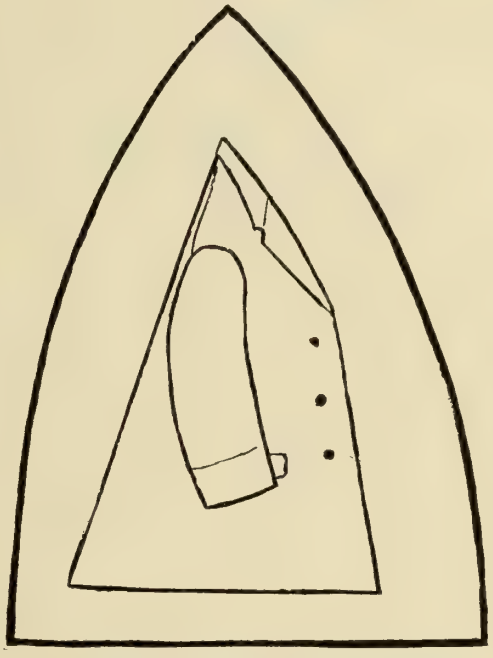
In order to secure the full display advantage of a 12-ft. frontage and at the same time provide for two entrances, one to his store and one to a stairway leading to upper apartments, F. K. Hardy Co., tailors, 386½ Yonge st., Toronto, adopted the plan shown in the accompanying sketch. The vestibule



How the F. H. Hardy Co., Toronto, have arranged their 12-ft. front in order to facilitate attractive display.

is in the centre, flanked by small, circular-sided windows, the doors slanting toward another circular shaped window in the rear. Thus he has a display equipment equal to the entire front, and probably much more effective than one continuous window.

As arranged for the opening of the colleges, these windows certainly presented a unique and very attractive appearance. To each student who places an order with him, Mr. Hardy is presenting a bas-relief University crest. These are about two feet by one foot, oval in shape, and make an acceptable ornament for the college man's den. To advertise his offer, Mr. Hardy used a series of panels about five feet



The sketch illustrates the plan adopted by the J. K. Hardy Co., Toronto. The garment is mounted on a plaque or panel, made of white felt stretched over a frame, and then placed on an easel. The idea is one that can be used effectively in a very small window.

high and two feet wide, made of white felt drawn over a frame, and in the centre of each he placed a crest, using as ornamentation the distinctive colors of the different colleges affiliated with the University. The following card done in blue and white explained the proposition: To show our thanks for the liberal patronage of University undergraduates, we are presenting gratis to each student who places an order with us this Fall season one of these bas-relief University crests. Please hear—These crests will only be given to student customers from colleges of the University of Toronto and will not be sold under any circumstances."

The idea, Mr. Hardy states, has been a profitable one. The chief expense consists in having the mold made for the crests, and afterwards in having them hand-colored, but at that it is not any more expensive than a campaign of folders or circulars, and is more effective with people whom he desires to reach.

The windows of the store are so small that one might ask, how can garments be shown to advan-

(Concluded on page 88)

Planning the Season's Advertisement

Salesmen have ideas on this important question — Advertisement must convey definite message — Campaign mapped out by one man includes style folder to special list — Would feature some one item in ads. of merchandising season.

HOW would you conduct the season's advertising? was the question asked in the Review's last monthly competition. The replies received indicate that the ideas of salespeople do not altogether harmonize with those of their employers and in some cases the request is made that names be not used. The competition was arranged particularly for those members of the selling force who, while having nothing to do with the store's advertising at present, still had some ideas as to the manner in which it should be conducted.

THE SPECIALTY ADVERTISEMENT.

In summing up the replies received, it would seem that there is a decided feeling in favor of the specialty as opposed to the more general form of advertisement. That is, salesmen have apparently observed that, when an advertisement emphasizes one or two values in particular it generally meets with a better response than when an attempt has been made to direct attention to several articles having no special merit.

"To be a trade-winner," writes one man, "the advertisement must say something. I have talked the matter over with friends of mine, and they seem to have an entirely "different" view on advertising. They have been led to classify everything in a general way. The demand is for something that will compel attention and be talked about."

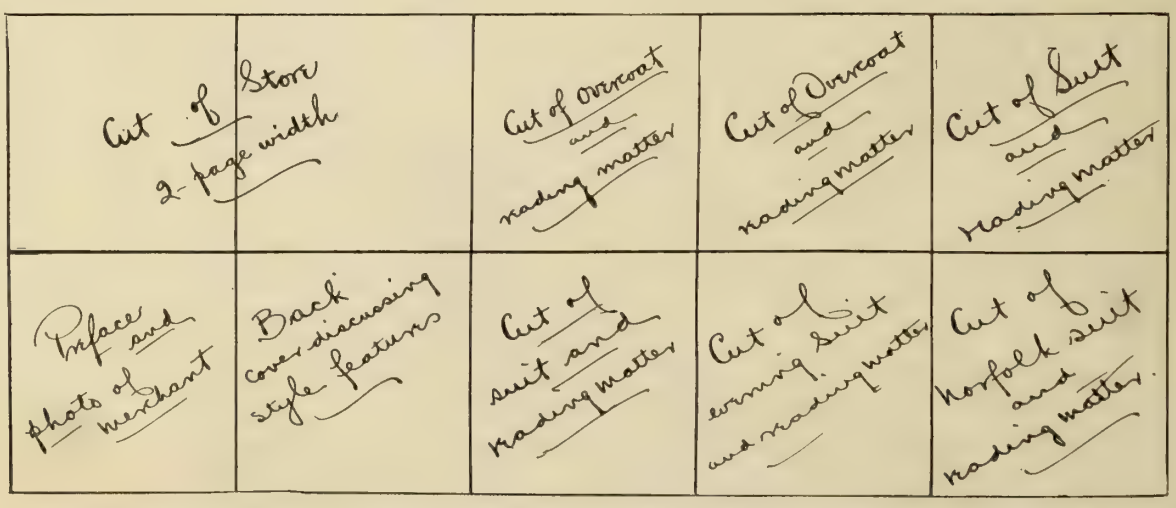
WOULD ISSUE CATALOGUE.

"I would divide the season into three parts," writes a second. "Those would be opening advertisements, general merchandising and mid-season clearance advertisements and Christmas advertisements, with a special series during the Thanksgiving season. If I were running our advertising, and had a classy line of goods behind me, I think the first thing to do would be to issue a catalogue. This would only cost about $12 a thousand and I am confident that I could send it to a list that would return good business. I am sending you a rough draft of such a catalogue or folder. It contains twelve pages or six on each side. Two of these I would use for a cut of the store—interior or exterior, whichever I thought would be the more interesting. On another page I would use a photo of the merchant with an "open letter" telling my customers what the style features of the new season were and how I had prepared for their business. On the other pages I would illustrate and describe suits, overcoats, accessories, etc.

"This booklet would indicate that I knew my business and that I was entitled to the class of trade represented in the list. At the present time, I think we are inclined to pin too much faith to the large opening advertisements with big cuts, doing little more than announcing that we are ready for business. What is needed is something definite at a time when most men are thinking of new clothes. The pages of the advertisement would be about 6 x 3 inches, and I would get manufacturers and trade papers to help me out on the cut proposition.

GENERAL MERCHANDISING.

In my general merchandising advertisements I would try to introduce a special feature each time. I would rustle around among the neckwear, shirt, hat, glove or clothing houses for these, and I think it would pay me to do so, but never overlooking the



Layout for catalogue or folder which salesman states he would issue in introducing a season. See article.

fact that stocks had to be cleaned up. My idea is that a men's wear store catering to a good class of trade should have two good clean-up sales—events that are genuine and sure to be attractive—one on Summer stuff and another on Winter goods. This plan in a place of this size—15,000 people—might fall down if all of the merchants put on similar events at the same time, but I would give it a trial at least and with it I think I could introduce the impression of solidity—that my store could be relied upon for dependable goods at fair prices, that I was not slaughtering one day and trying to take profits the next. Of course, these are only my theories, but that is what you are asking for—the ideas of the salespeople.

THE CHRISTMAS SEASON.

For the Christmas season, if I were an advertising man, I would make the store look the part, the windows would suggest the season and I would make my advertisements as bright and suggestive as possible. Here is an idea that occured to me. I would issue lists of desirable gift articles for men, and would mail them to as many young women of the town as I knew to be interested. It would be an easy matter to make up a list of 200 or 300, and the folder would inform them that this store had a fine assortment of goods for their men friends and relatives. At Christmas time women get away from the bargain idea, and their trade in the men's wear store is worth while. These lists could also be sent to prominent families, but in the first instance I think it would pay to address it personally to the young woman. The Christmas season is one time of the year when the advertisement must be specific, when the advertisement must talk goods, goods, goods suitable for gifts.

"These in a general way are my ideas how the season's advertising should be conducted. There are points on which I don't agree with the boss, but probably his experience tells him which is better. I'm willing to take a chance."

Make the Advt. Stick.

A. Stevenson, Stratford, outlines the season's program as follows: Advertising is a hard proposition to handle. You have to experiment to see the results. In some localities more people read the newspapers and watch the advertising columns than in others.

Have your salespeople try to find out whether your customers are reading your ads or not, this can be quietly done while waiting on a customer. Map out your advertising campaign ahead, set aside a portion of your turnover to finance your scheme. I believe 5 per cent. of your turnover will keep your name and goods well to the front.

Look after your windows, they can be made sell more goods than any other form of advertising, "that is goods in season." For clearing sales, stock-taking sales, etc., use the paper; keep the windows clean and changed often, use a few neat show card announcements and price tickets.

Announce the opening of the fall season with a medium-sized space in your local papers probably 12 inches to 15 inches, run this for about a week if fall weather is in keeping to stimulate buying, mention the lines of new fall goods arrived, fall clothing, fall underwear, etc., and let the people know you are ready for them.

Reduce space after a week running to probably 6 inches. You can increase that to double once or twice a week and use cuts. They always brighten your space and generally catch the eye. Keep your ads. bright and newsy, don't say too much but make it stick.

Make your store as bright and home-like as possible, give good service and courteous attention.

About the first week in October get out a personal letter and mail it to the farmers in the surrounding townships. Enclose with it a neat pamphlet giving a list of the goods handled and prices. The farmer has more time and will almost memorize your price list. I think you will get more direct results from these than your weekly paper.

If you have a special order or custom tailoring department, mail a personal letter to your likely customers for that department, the list will be limited as the ready-to-wear clothes is getting a firmer hold every year.

Run about the same space in your papers as you did the last few weeks in September and scatter in a few locals occasionally. Advertise your suits and overcoats for Thanksgiving about ten days or two weeks ahead. You will need extra space for a couple of nights and a couple of extras a few days before the holiday, mentioning new fall sox, gloves, hats, caps, neckwear, underwear, etc.

Start November with heavier goods, winter overcoats, heavy suits, winter underwear, etc., using about 6 inches a day.

About the first week in December get out another circular letter and enclose a neat Christmas reminder. Get your Christmas trade started early, use an increased space in your local papers from 10 to 20 inches a day with bright newsy Christmas talk, also mail a neat Christmas card to your lady customers. You will find them the best customers for Christmas goods.

In writing your ads., don't try to explain or describe too minutely, it costs too much and your small print is seldom read, use a medium-sized clear type with catchy and convincing matter.



Some suggestions in illustrating and ornamenting a show card. The one on the left is a brown card over white with very simple floral effect in black and white. The hat in the centre card is an applied cut out. On the right are price card suggestions.

Show Cards That Sell in the Men's Store

October the month for pushing good, clean, Fall lines when the window should make a more effective appeal than a whole column of reading matter — How show cards help toward this object — Some suggestions

By Paul O'Neal

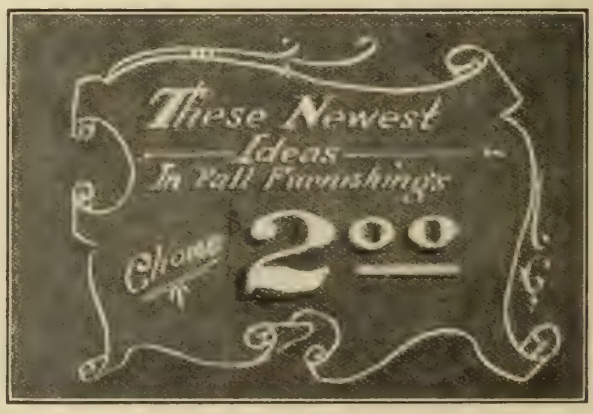
WE do not belittle any form of advertising when we say that show windows are the very best kind of advertising. A well dressed window is sure to arrest the attention of those passing, and one glance at a displayed article will give a better idea of it than a whole column of reading matter. Unfortunately this fact is not impressed as forcefully upon many merchants as it should be. In other words too many merchants neglect their windows. While some do not actually neglect them they do not give them the attention their importance demands.

USING SHOW CARDS IN THE STORE.

Before enlarging on window cards, we would like to emphasize the importance of using show cards in the store. Plain, neat, black and white cards should be used extensively throughout the entire store. These should not be too large. And every displayed article should bear a price ticket. Think what a good plan it would be if you could have ten people standing inside your store telling your customers the price of ten different articles. Also think of the expense, the confusion, the babel. Yet ten small cards will do this silently and more effectively at a cost of a few cents. We do not advocate fancy cards, that is, too fancy cards, for the interior of the store. When a card is so fancy, or so artistic that it attracts much attention to itself, it immediaely detracts from the goods. Show cards are made to sell goods, and not to be admired as pretty show cards. Every bit of displayed goods in the store is more likely to sell if it bears a card that tells what its quality and price is.

CARDS SUGGEST ACTION.

Window or special display cards are somewhat an exception to the above rule. Still we think even window cards should not be so artistic that the attention should be attracted to them rather than the goods displayed. A severely plain card will look



A striking card on a tan mat, lettered in white with black shading.

out of place in a neatly dressed window. The cards we illustrate this month are mere suggestions from which you may work out various other conceptions. The overcoat card is very effective, and cards of this type can be made in endless variety. The picture is cut from a fashion plate and pasted on. The lettering is in black, and shaded in grey to harmonize with the coat. Note the arrangement of the wording: "Your Fall Top Coat." That is the subject. "Order It Now" is suggestive of doing something and doing it at once. Next is the important part—the price—standing out prominently at the bottom. The lettering being well separated the card reads easily.

"The Habit" card is similarly done. The hat is cut from a fashion plate and pasted onto the card.



A cut-out illustration is used in this card. Wording is to the point.

The large lettering is in red and the small in black. The price is in white on a red ring. Shading in grey.

The $2.00 one is on a grey card done in white and shaded in black.

The others are price cards to be used on suits. We are confident the application of some of these suggestions will be productive of good selling results.

The Toronto Globe remarks: "The Canadian Window Trimmers have met in convention. Perhaps, in the future they may grow as strong as the billposters and be prosecuted under the law against combines." The Globe suggests a future of some distinction, but the only combine that the C.W.T.A. has in view will take the form of co-operation with the merchant for better business.

The Cardman's Query Column

Conducted by J. C. EDWARDS

Editor Query Column.—Please describe a good system for filing cards that have been used: also, how can the cardwriter secure the co-operation of salespeople in looking after cards in the store?

* * *

System is necessary for the card-writing department, or cards will soon accumulate, become soiled and damaged and will soon be of no future service. This means waste, which will soon run the department into unnecessary expense. We have found it a good plan to have a rule established by order from the office, whereby salespeople will see that cards are properly handled in the store. Take the week-end as an example. Every Friday afternoon or evening the cards required for the Saturday sales should be sent around to the different departments. Have it understood that these cards are to be carefully gathered up late Saturday afternoon or evening or first thing Monday morning. They should be then taken to the cardwriter's department, sorted out according to price and placed in a cabinet or shelves arranged for the purpose—tens to twenties in one place, twenties to thirties in another, and so on—taking care to discard any that are damaged or soiled so badly that they cannot be used again.

For descriptive cards, it is a good place to have a separate set of drawers or shelves, whereby the cards can be kept according to season or special event classification—Openings, Easter, Thanksgiving, Christmas, etc. The cardwriter must know where he can find things on short notice. This is one way in which he can make his department efficient. Price and descriptive cards can always be used in a rush, and a pile is therefore necessary. The cardwriter should also have a cleaning rubber for erasing finger prints or other spots from cards which he intends using again.

A rack for holding cards while they are drying may be made of two parallel uprights into which long nails or darning needles are driven at equal distances. Such a rack, three or four feet high, will hold a lot of cards and does away with danger of blurring.

According to a despatch from Brandon, Man., the manufacturers of Peabody's overalls have decided to locate a branch factory in that city. The report also states that Lenox gloves may also have a branch concern there.

CLOTHING FOR MEN AND BOYS

Specialization in clothing trade indicates that the year is no longer confined absolutely to two seasons but that each has two divisions — Normal tendencies being adhered to as safer course in style interpretation

WITH development tending strongly toward specialization in the clothing business, it is now apparent that while buyers are still placing twice a year and well in advance in order to give manufacturers a reasonable chance to estimate requirements, between-season buying is becoming an important feature of the trade. In short, it would appear that the tendency is to follow season conditions as recognized by the women's ready-to-wear clothing trade.

Of course, men's styles are along conservative lines and the changes from year to year are not sufficient to make held-over stock actually unsalable unless in the matter of fancy weaves or patterns. The general outline is the same. But the extent to which better-class novelties are now being featured makes it worth the merchant's or buyer's while to divide the year into four parts. For Spring he makes a selection of the newest suits and overcoats; then he must consider his midsummer business for which the so-called semi-tropical styles have become a factor—the lighter clothing that is preferred for the vacation or outing season. Then comes early Fall with another style interpretation in suits and overcoats and this is followed up by heavier cold weather wear. So that instead of considering two seasons, or thinking that prescribed lines may be applied to Spring and Fall, and that the whole year may thus be provided for, the buyer finds it necessary to watch the market more closely than ever before in order that no promising novelty or style feature may escape his notice.

While this may be a development that the manufacturer may not altogether relish, it does not appear that he has anything to fear so long as the conservative idea remains the vogue. The object should be to impress upon the well-dressed public the fact that in smartly tailored lines, suggestive in no sense of what is freakish, they are actually patronizing what is actually the more correct style, more suggestive of good taste and in every sense dignified and effective. The merchant will recognize in this class of trade his best source of profit. Whether the year has four or two divisions the conservative though smart dresser is the ideal to measure by. He is really the guide to safety in buying and the store that provides for his requirements at every season of the year would seem to be taking the correct course. By adhering to normal tendencies in styles the merchant and manufacturer will avoid many problems and at the same time find ample scope for specialization and progressive development.

What the buyer may expect in fabric weave, patterns or colors for Fall, 1913, will be indicated by advance sample which will be ready about November 15. Neat line and heather effects and novelty blues have been taking well.

A style note from London would suggest that blues have become exceptionally strong and indicate a break away from the colors which have been so permanent of late. Even for overcoats the color seems to have met with particular favor. Homespuns are a feature and while the new fabrics are introducing a wider variety of colors, the weaves are very neat and conservative. If there is any striking novelty about the new Spring lines, the fabrics have it.



Perspective of the boys' clothing shop in the new Filene store, Boston. Note that the location of each section is indicated by a permanent sign.





VIEWS in the men's and boys' shops, Filene store, Boston. The two top views show arrangement of interior windows opposite elevator landing, and also the cases in the store. Sections in the children's shop and the sporting goods department are illustrated below. Goods are effectively displayed





The advt. that carries conviction is the one that suggests the merchant's confidence in his goods

GOOD ADVERTISING

Advertising men discuss different forms of newspaper make-up — Pyramid style gives small advts. a chance — Three notable advts. used in openings of large stores emphasize idea of service — Who is responsible when wrong price is quoted in an advertisement?

THE advertisement-writer, whether he has to plan the service of a men's wear store or the various departments of a large general establishment should familiarize himself as far as possible with the reason behind the make-up of the newspapers in which he is advertising. It is a fact that many of the smaller mediums recognize very little system, if any at all, in the arrangement of their pages. Advertisements and reading matter are massed together with practically no consideration for the essentials of attractive appearance. A large advertiser secures a position of prominence and all of the smaller advertisements on the page thereby lose in typographical value. Even the reading matter is secondary to the one or two large advertisements on the page, and after the reader has glanced at these, the make-up of the page is such as to suggest that it contains nothing further of interest.

* * *

Pyramid Make-up.

This subject of newspaper make-up was discussed at a recent meeting of Toronto Ad. Club, and an address by Walter Harris, business manager of the Star, contained much information of value to advertisement writers who, as yet, are somewhat at sea on this matter. Mr. Harris explained the pyramid style of make-up now being introduced in Canada. By this system a page is made up from the bottom, the larger advertisements forming the base of the pyramid, the smaller advertisements being built up on them. This system has been in vogue in the United States for a number of years, and is giving good satisfaction both to readers and to advertisers. Large advertisers used to clamor for positions at top of page, but now they were beginning to realize that the pyramid style was an added attraction to their advertising, drawing the eye as a magnet does steel. Smaller advertisers, who have to pay higher rates, were getting a better return for their outlay, while the larger advertisers were not suffering in the least.

GIVING LITTLE FELLOW A CHANCE.

Letters from the advertising managers of a dozen of the leading papers in the United States, indicated that the pyramid style was working out most satisfactorily. It gave the little fellow a chance.

"With this form of make-up the news comes at the top of the page where the reader is bound to stop and read it," said one publisher. "He is thereby held to the page and thus the advertisement is more apt to be seen. With the make-up the other way around, it generally puts the reading matter at the bottom of the page, and the reader quickly skips that page for some other."

When the make-up of the local newspaper is one that suggests absolute indifference to any form of attractive layout, the ad-man might well be justified in consulting with the publisher on this matter, with the object of equalizing the opportunities of the dif-



Opening of the new Mandel store, Chicago—an idea that was designed with the object of linking up modern ideas—in shopping, in men's styles, in merchandising, in store equipment—followed up with appropriate price selections and descriptions.

A Message from the Specialty Topwear House

SAMUEL WENER & CO., LIMITED

BEWARE! BEWARE!

Look out for the So-Called Waterproof Coats—Insist upon getting Genuine and Guaranteed Waterproofs

THIS is for your protection and your customer's satisfaction, and the assurance of the continued vogue of Waterproofs. We issue this warning for the very selfish reason that as the largest manufacturers in Canada of Waterproofs we have a close interest in the continuance and growth of demand, which is certain as long as Waterproofs give satisfaction.

The Tremendous Demand for Waterproofs

Has resulted in a cheapening process to hasten production — many ladies' and men's coats have been and are being sold under the guise of Waterproofs that will bring the name into disrepute if not checked.

How to Tell Well Made Waterproof Coats

Every seam must be **taped**--look at the inside of coat and see if **all** seams are sewn, cemented and then taped.

The All Too Common Way

Cheap, flimsy materials, poor grade of rubber.

Seams sewn as in any other coat—a regular sieve for rain to pour through. No more a Waterproof than a dust coat. Single texture coats mostly at fault. This method by stitching only.

Our Way Always Has and Will Be

Good materials always. Purest grade of rubber. Every seam and edge cemented, then sewn, and then cemented with a broad tape. That's why we guarantee **every** coat that we turn out.

Our adherence to a quality standard is appreciated. We regret our inability to meet all demands made upon us during the last year, in spite of steadily increasing facilities.

TRAVELLERS OUT FOR SPRING

Showing all the latest styles and the biggest variety of materials in the trade. Paramattas, Tweeds, Fawn, Tan, Coffee Shades are good. Prices $5.50 to $15. Every coat guaranteed. Values unbeatable.

SAMUEL WENER and CO., LIMITED

Mfrs. of Ladies' and Men's Waterproofs

304 NOTRE DAME STREET WEST -:- -:- MONTREAL

TRUE FIT TRADE MARK REGISTERED

Filene's | Filene's | Filene's

CHAPTER X

The New Filene Store

A Men's Store Fantasy That Is Based Upon Facts

MR. MAINE comes to Boston for a day. He has traveled all night by train. Must depart for home by night boat. Busy man!

Heretofore he stopped at a hotel. But he has heard of the New Filene Store, and he swings off the car at Washington and Summer Streets.

He carries a bag that bulges with business. He is travel stained and hungry.

An elevator whisks him to the eighth floor where he gets clean linen and a scrubbing up. Twenty minutes later he is enjoying a good breakfast on the mezzanine. Not only good food, pleasant surroundings.

An attendant has brought the morning papers. Another has checked his bag. A third has engaged his reading, eight or ten business friends by telephone, and soon Mr. Maine has a list showing when and where these friends may be seen. Two of them are to meet him in the Filene restaurant for lunch.

From breakfast he goes down to the store barber shop. Does he stop at once, shaved? No! He takes the whole course—massage, manicure, shoe polish.

When he is brought to him a new bert, tel right in the barber shop he has found a representative assemblage of collars from which to choose.

Twenty minutes later he has chosen a made to-fit Fall suit and a light-weight English topcoat.

As he starts for the street a mirror points out the need of gloves and a Fall hat. They are his in a twinkling.

He has not been kept waiting for merchandise or change. The latter does not make its uncertain way through sighing tubes but hurries to him from nimble fingers at desks nearby.

Shortly after noon he returns to Filene's. No need to trace his career through the progress of luncheon.

—Ready access to information bureau, newspaper files and time tables.

—Purchases of flowers that are dispatched to the aunt he has not time to visit.

—Engagement of staterooms for the return sail.

—Securing the tickets for the theatre two weeks later.

—Section and receipt of telegrams.

—Sending out welcome messages from the Filene roof to friends, customers, stockholders.

All accomplished so expeditiously that about the time Mr. Maine would ordinarily be having a solitary luncheon down-town, he is ushered into the Filene directors' dining room.

So he goes out to see the good aunt, for ink.

And he finds a very gracious welcome.

For the flowers are there!

William Filene's Sons Co.

Outfitters to Women, Children and Men

One of a series of editorial advertisements used in connection with opening of new Filene store, Boston, with object of emphasizing completeness of service. This editorial is in the form of an interesting "fantasy" describing the visit of an "up-country" business man who comes to Boston for a day and who by taking advantage of Filene service completes his business and has time to spare before his boat sails.

ferent advertisements. If an advertiser is paying a good rate for his space a protest is in order if the newspaper page is made up in such a way as to discriminate against his salesmanship as represented in his use of the space he has contracted for.

Ideas behind These Advertisements

Three advertisements which formed part of very interesting series planned in connection with two important events are reproduced here. One is an editorial advertisement. This was one of many in similar style used by Wm. Filene's Sons & Co., Boston, during the opening of their new store and the others are advertisements that appeared at the time of the opening of Mandel Bros.'s store, Chicago. In all three the same idea is prominent—that of service. The Filene advertisement takes the form of a "fantasy," describing the capabilities of the service in the new store. A busy man is called to Boston for a day. The Filene store, so the story goes, undertakes to look after every detail of his visit—from the extraction of cinders from his eyes, to the arrangement of meetings with people whom he has come to the city to see. The store in short gives him the service of a first-class hotel, and places him in an agreeable frame of mind for purchasing by facilitating his business and saving him many minutes. The point emphasized is that there is no detail, however small, that cannot be entrusted to this organization, that its staff and equipment are at the service of the customer, that he is thoroughly welcome, and that his interests and those of the store are one.

The two Mandel advertisements are full-page size. One emphasizes the advantages of the store's location, as the "hub" of Chicago, by using an illustration which indicates its accessibility from railroad depots and different points of interest.

There is a suggestion in this not only for men's wear stores, but also for larger departmental concerns. To what extent are they impressing the minds of the people with the advantages of their store as a hub? This thought not only applies in the matter of location, but in the provision made to look after every requirement of the wardrobe or the home. At opening time, for example, an advertisement might be used centralizing the store in this way to indicate its wide buying scope, the countries or important market centres from which it makes selections, and the different lines purchased for the new



Full page advertisement which was one of several used by Mandel Bros., Chicago, in connection with new store opening. The advertisement sets forth in striking way the central location of the store by stating time required to reach different points of interest.



Clothing unit emphasizing the vogue of brown. Note how smoothly the coat and other garments have been arranged. Trim includes suggestions in gloves and neckwear. By Geo. E. Keast, for Marks & Price, Toronto.

season. A store which by reason of its location, does considerable business with the surrounding country could use the same idea to illustrate the advantages of its position as a "hub."

The Mandel advertisement is, in a sense, a work of art, but the idea is there for adaptation in as large or small a way as the merchant may desire. The suggestion is to give the store a reputation as more of a "hub" than one of many "spokes."

The idea behind the other Mandel advertisement was that of modern methods, and modern styles for modern people. This is the suggestion conveyed by the illustration and it is followed up in the reading matter. The drawing represents the latest form of sport, that of aeroplaning, the figures have the clothes and the air of the latest vogue, while the descriptions and price selections round out the idea.

Advertisement writers will therefore recognize that behind each of these specimens there is a definite idea. This should be the object of every advertisement, whether it is framed for a special occasion or whether it comes in the middle of a dull season. It should contain at least one thought or idea that will take hold. The three advertisements are also interesting because of their general typographical arrangment.

Gimbel Bros., Philadelphia, in celebrating their 70th anniversary, suggest that age and vigor are sometimes synonymous terms by announcing that they are "seventy years young."



Suggestion for display of men's evening wear. Background represented low stone fence over which extended weeping willow tree. A massive stone bowl on floor of window was filled with water and gold fish.

AN EFFECTIVE OPENING TRIM



Two of a series of Autumn displays, by J. A. Mongeon, for Dupuis Freres, Ltd., Montreal. The pictures give but a poor conception of the beauty of the windows, their rich simplicity being lost in the photographs. The floor was covered with green felt. The background is a curtain of dark green plush with a drape at the head of lighter green silk plush trimmed with a gold braid. The lattice work in the corner of these two windows is painted with gold liquid and trimmed with green moss and artificial chrysanthemums. The show card in the men's furnishing window is a gilded board with a white one overlaid. In the centre of the boys' clothing window was a brass jardiniere filled with artificial chrysanthemums.

THANK YOU

I WANT

RYAN GLOVES

The kind with the Guarantee in Each Pair. No Other Will Do."



From actual Photograph of our **Horsehide** Glove.

This glove is made with welted fingers, Wristfit fasteners—cut on perfect fitting patterns — sewed with wax thread, soft and agreeable to touch of the hand.

The above statement is now heard very commonly the moment other than Ryan Gloves are offered the people who know. This condition has been reached only by making Ryan Gloves up to a standard, not down to a price.

Worn by men in all walks of life. They look right and feel right and sell right because we place a guarantee in each pair.

Ask Your Wholesaler

The glove for you to swear by is the same glove that the wearer insists on having again after his first purchase—the Ryan Glove.

The Robert Ryan Co. (Registered)

THREE RIVERS, QUEBEC

French Chapelier Discusses Hat Vogue

Men's "millinery" fashion from the Parisian viewpoint — The opera and the silk, when and with what they should be worn — Correct line of the stiff hat described — Soft hats, caps and straws.

IN the following article from a recent number of L'Homme Elegant, Paris, M. Leon, the great hat man of France, discusses style tendencies in men's headwear and the correct vogue of the different types.

It is sometimes said that the Canadian buyer or merchant sizes up the requirements of his own market by way of London, Paris and New York and that the result is a composite estimate of what is most adaptable to the sartorial requirements of this country. This article by so eminent an authority illustrates the somewhat absolute style importance attached not only to different seasons, but also to occasions and purposes.

"Now, when I use the word 'Fashions' can I find a word that more exactly fits the case? Is it not a fact that the hatter is the men's milliner? If the ladies claim a prescriptive right to the word let us 'ladyfy' ourselves for the time being and in return for our boundless generosity to them, just for once let us borrow a word from their vocabulary.

"It is only fair that we should occasionally pay some slight attention to ourselves, and take counsel one with another as to the best means of rendering our ungainly figures more presentable to the eye, if that be possible. Is not this idea far superior to that of allowing each and every specialist, from time to time, to lay down the law as to what is worn, what is to be worn, and, insofar as I myself personally am concerned, what is the *'really chic'* style in hats.

"It cannot be gainsaid that the average Parisian has an extraordinarily keen sense of the fitness of things in matters of dress, and errors of good taste tending to the ridiculous are few and far between. It is equally indisputable, however, that fashions do change, and that is where we hatters, especially the foremost among us, have an advantage; so that a Parisian, even though he be in the know, need not despise the idea of occasionally availing himself of the advice of those who clothe and hat him.

"The opera hat is such a striking case in point that I am going to allow it the honor of first appearance on the program in this article. It was discarded for so many years that its ultimate triumph, despite the fact that it is now some months since it made its reappearance, still strikes us as a matter for wonderment. So much so that the Parisian 'man about town' who has been away for a couple of years or so not only is sceptical with regard to what he hears but can scarcely believe his own eyes when in the interval at the play or the opera he sees the stalls, dress circle, boxes, gangways and corridors suddenly assume the appearance of a moving sea of black composed entirely of these mechanical crush hats of our forefathers.

"Now as regards the material, that must be of the well-known dead black type thus matching the black evening dress suit and forming together with it a severe and sombre *tout ensemble* which is regarded as the correct thing for the well-groomed man in evening dress. The shape is designedly heavy in appearance, that is to say, the concavity of the sides, though not carried to an extreme, is quite pronounced. The brim is of medium size with sides not too full and the hat comes well down on the head even to the extent of appearing a trifle large.

"Thus it is that, for the theatre, the opera hat and dress suit form the indispensable equipment of every well-dressed man, save only of him whose fidelity to the silk hat is proof against all allurements to change.

"Contrary perhaps to the expectations of some of my readers I am now going to touch on the latter venerable species of headgear and I shall not even make an apology for doing so. Ah! how for years the poor 'topper' has been the butt of every ill-disposed (to the hat) journalist and writer. There is no doubt, however, that the silk hat still holds its own; we might almost say it is going stronger than ever, apart from the patronage it receives from those who use it even with evening dress. There are certain occasions, in spring for instance at all the big sporting events and race meetings, when the 'shiny plug' forms an indispensable part of man's attire. Again, for the man with any pretensions to dress it is the only possible hat for afternoon and evening wear. Now what is there to be said against it? One thing only, and it is this. It must be perfection, of the most elegant shape and irreproachable as regards the perfect brilliancy of the silk. With the silk hat mediocrity is impossible. Moreover, it must be in the fashion, even though the fashion change twice a year. Granted these conditions, it dresses a man as no other hat possibly can. Of this and of this alone can it be said 'the hat is the man.'

"Here again the latest style is somewhat heavy in appearance, the sides strongly curved with a suspicion of the old blunderbuss shape, well hollowed out but not to an extreme and decidedly large at the top. The brim is medium shaped, narrow at the sides, and fairly high, broadening out in front, with an underlining of satin. This latter is scarcely noticeable and enables you to salute your acquaintances as frequently as you wish without any risk of soiling the brim. This innovation is a happy idea

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO



By roofing the window with perforated galvanized iron or tin and running a flow of water over it, this window for Selfridge, London, England, was given a very realistic showery appearance. It was designed especially for display of wet weather wear. The windows of this store are noted for the unique ideas which they employ and which never fail to attract attention—and business.

of my own which I have found much appreciated and which, having regard to the success it has attained, I intend pushing to the utmost extent in my power.

"For morning and afternoon wear the Christie is the correct accompaniment of the lounge suit. For early spring it is black and subdued. A few weeks later the warm rays of the sun admit of a little more color, but with the approach of summer light grey will be the fashionable shade. A black band will somewhat tone down its light appearance without destroying its harmony with the bright sunshine. This hat may be worn no matter what the color of the suit, but be it black, beige or grey, the shape will be heavy and very full. For the time being the square-top felt has been relegated to obscurity. Everything is to be of a somewhat exaggerated balloon shape, rather larger at the top than at the bottom, which requires a hat set well down on the head and worn slightly tilted to the back. The brim is small at the sides, rolled up and slightly raised, larger at the back and front and not in the least arched.

"As a matter of fact this large and heavy style of hat holds sway at present in all headgear. Is it not the ladies who have set us the example in this respect?

"In the country, at the seaside, and even for travelling the soft hat is still worn with the crown crushed down; either in plain felt, rough felt or imitation fur, that velvety felt in various colors with the pretty shot effects. The small brim is still carelessly turned down either at the front or at the side. The hat admits of this being done without giving it a too negligé appearance.

"There is one exception to be noted in favor of the Trilby, and that is the soft green shooting hat with the cleft which still retains its popularity. The color explains its persistent continuation in favor as a sporting hat for no other harmonizes so well with the verdure of the trees and the countryside. It is, however, meeting with a serious rival in the small cloth hat made from the same cloth as the suit, exactly matching the latter. A small hat without shape and of no pretensions, rather a covering for the head than a hat, with a narrow brim leaving the sight unobstructed.

"Discarded by sportsmen the peaked cap is now only used for yachting and motoring. For yachting it is made of blue cloth, marine blue of course, the crown not too large, the peak of the same cloth rather small to leave the range of sight free, and edged with binding which matches the band of the cap. For motoring or travelling the cap will be of the same

The Kind of Socks You can Sell with a Clear Conscience



The best patrons of your store will demand the *best* and most up-to-date hose—and for this reason you should stock Pen-Angle Half Hose. This line represents the utmost in hosiery value, and is a line you can conscientiously recommend to your most valued customer with the assurance that he will be perfectly satisfied.

Knit to Fit—and the Seams Omitted

Pen-Angle Half Hose are shaped to fit the curves of the foot and leg, thereby ensuring perfect fit and long wear. And the entire absence of seams makes them comfortable and neat looking. No other line offers such splendid value.

N.B.—**In Stock for Immediate Delivery,** Line 1350, Pure Thread Silk Half Hose (Mercerized toes, heels and cuffs), in the following colours: Black, Medium, Tan, Light, Golden, Navy, Green, Pearl Grey, Steel Grey and Oxblood.

Penmans Limited
PARIS - CANADA
Underwear, Sweaters, Hosiery
68

Pen-Angle

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Full-Fashioned Seamless Hosiery



A smart interior or window unit of furnishings by George E. Keast for Marks & Price, Toronto. Hosiery, neckwear, and handkerchief in centre were of grey to match. Another color suggestion was introduced with the shirt on the left. Fixtures used were stands and shirt easel. Drapery of brown velour used as a base. This unit was arranged on a table in the store.

material as the suit, or of fancy English cloth. It will be made preferably of clearly marked check pattern, black and white, or beige and white, with a little red, or of striped material producing rather light shades of grey or chestnut effect. There is a tendency to reduce the size of the crown whether the latter be made in one piece or with sides.

"In conclusion I may add that next summer the straw hat will be made of English straw of either very large or very small pattern. No half measures; it must be either very coarse or very fine. I am inclined to think, however, that it will be good form to wear in the day time a colored straw, a style which we are going to launch and which Nice and Monte Carlo are about to adopt. For the present we shall confine ourselves to grey shades with hat band to match. The shape will be of medium height with a return to the brim of normal width which will render the straw a hat more correct in style, less countryfied than of late years. It can then be worn even with the smoking jacket in which case it will be of natural shades. If preferred, however, for summer evening wear the soft black hat may be indulged in with the edges bound in silk."

Improvement in Umbrellas

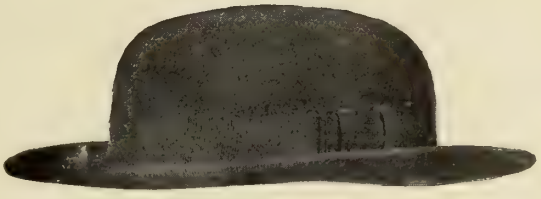
While attention is being called to the bicentenary of the birth of Jonas Hanway, who gained distinction by being the first person to carry an umbrella in the streets of London, observes the London Daily Telegraph, something may be said of the changes that have taken place in the umbrella itself. Throughout its history the umbrella has undergone really only one great evolutionary change. There have been many minor improvements, but what secured the umbrella its popularity was the introduction of the steel frame over sixty years ago. Up to that time the ribs had been made of whalebone or

Continued on page 92.

Pre-eminently

The Leading House in the Wholesale Men's Hat Trade in Canada

Having enlarged our premises lately, we are now in a position to answer your requirements still better than ever before, being able to carry the largest and most complete sorting lines in the trade.



The WALDRON-DROUIN CO., LIMITED

160-162-164 McGill Street
MONTREAL

91 Albert Street
WINNIPEG

SHIRTS, COLLARS AND CUFFS

Extent to which better class lines are being taken depends largely on workmanship — Marked improvement in this particular — Locality demand, buyers' initiative, and effective display are the all-important factors

SPRING shirt placing is almost completed although plenty of business could still be done. Factories are unable to handle any further orders at present or promise delivery on some lines. Christmas and January 15th to March 1st shipments are expected to go through in fairly good time. Help problems do not warrant a guarantee of any extra quantities and manufacturers are not willing to accept any chances of later deliveries for fear of disappointing customers.

Last summer, soft collars were mostly taken on all soft French cuff negliges. Buyers now are only taking $9 and $10.50 lines and all better shirts are selling with separate collars. Trend of style in colors, designs and novelty effects in fabrics is more pronounced. Line stripes and plain mercerized materials with cord weaves are the prevailing demand which seems to have been given closest attention.

Black and white and blue and white, in single and double stripes, line effects mostly, in prints and percales at $9 and finer percales and zephyrs at $10.50 to $15, madrasses, reps and fancies up to $21 are favored and staple insofar as the class of trade catered to allows. White neglige shirts for midsummer trade are indicated from the importance attached to these cloths in the ranges. Showings of tan and burnt shades are a hint of the demand these effects are to have on later business in negligees. This is following the trend of the predicted selling season on silk shirts.

For the Canadian market, the problem would seem to be one of workmanship. Properly made habutai and pongee shirts are sold in limited quantities but the experience so far is that this business is left to the special order department. The field is doubtless growing and this section can be merchandized with good results. But the trade does not want average workmanship on these garments. Quality as an important feature is lost in a shirt which is pulled at the seams and does not have the correct spring or snappishness.

Merchants, appreciating these features, understand the difference in selling results in comparison and in the past have been careful to get just the desired details. A strong argument in favor of next season's success is that ranges embody these features. Much of the increase in sales of silk shirts is due to better values and proper workmanship.

In neglige cloths, white, tan, soft blues and grays in plain and two-tone combinations or self stripes are well thought of. Some stripes in black, blue and tan are taking in better numbers following the trend as noted.

Competition is having a good effect in elevating the standard of the trade. The whole question is based on the class of trade catered to and chances for development, as buyers see their opportunity. Locality demand more often restricts the class of goods handled than does the want of initiative on the part of buyers.

Broadly speaking, ranges as they compare are similar in main features. By interesting buyers in better shirts, higher prices and specialization the whole trade is benefiting. It has taken years to develop the present merchandizing ideas. Merchants have been given strong value support for their showings in the past. The trade is advancing all round with each season and manufacturers are taking advantage in showing merchants their opportunity for profits.

Display is another feature to interest merchants to make a success of higher-priced shirts. Units are arranged in suggestive color combinations as a help in making window, case or ledge trims. Each of these groupings depend on color mostly for their effects. Results in spring orders show that buyers are fully alive to this year's conditions.

Solved his Window Problem.

(Continued from Page 69.)

tage? Mr. Hardy overcomes this handicap by using panels on which he poses a finished garment—always on a color which throws the garment out to advantage. The drawing illustrates the idea. This panel is placed on an easel against the side wall of the window while swatches may be shown in front. The central window is used in the same way.

Mr. Hardy has been in business in Toronto since the first of the year. He has adopted the cash basis, and states that while he has lost a few orders as a result, he figures that he would probably have lost more by granting credits, especially in a large city such as Toronto.

KANT KRACK



COATED LINEN

Collars

Pat. Feb. 20, 1906
" May 5, 1903
" Oct 27, 1908
" Oct. 27 1908

A Reputation, Broad as the Country

That is what (KANT KRACK) coated linen collars enjoy—a reputation for appearance, ease of cleaning, and long wear that is equalled by none.

They wear well because of the long slit back and the flexible lip which prevents breakage, and they look well because our styles are kept up-to-date.

One grade only, and that the best.

Made in Canada

The Parsons and Parsons Canadian Co.

HAMILTON -:- ONTARIO

The Boy-Proof Pants

THE JACKSON



"The Jackson Bloomer"

and what is there that requires to be more boy-proof than boys pants.

Your customers have boys and when you sell them

LION BRAND BLOOMERS

you are making you'r judgement strong with the parents. If anything is boy-proof these bloomers are. Send sample order and you will be delighted with them. They are neat as well as durable.

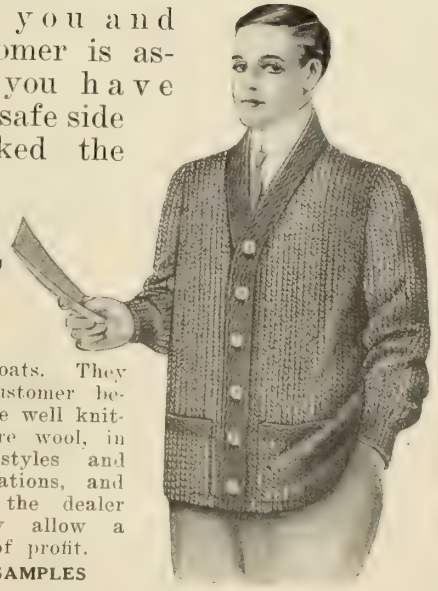
THE JACKSON MFG. CO., CLINTON

FACTORIES:
CLINTON, GODERICH and EXETER

Sweater Coat Satisfaction

For both you and your customer is assured if you have taken the safe side and stocked the reliable

Dominion Brand



sweater coats. They please the customer because they are well knitted from pure wool, in the latest styles and color combinations, and they please the dealer because they allow a fair margin of profit.

SEND FOR SAMPLES

A. Burritt & Company

DOMINION MILLS

MITCHELL - ONTARIO

A Simplified System of Stock-keeping

Method used in London which has proved satisfactory — Enables merchant to get at actual stock figure each week — End-of-season sales twice a year is the plan generally adopted.

C. W. BURGESS, formerly manager of Gardiner & Co., London, Eng., discussing stock-keeping methods for men's clothing, describes a simplified system that has proved very satisfactory. He states:

The buying is done in the usual way, and swatches of selected goods are pasted in a buying book, with ruled columns, and a margin on the left side of the swatch, right down the page. In the margin you find a full description of the features of the garment to be made up, and in the columns the quantities of each size required, and when buying for more than one store the quantities for each store are tabled separately. Over the swatch is a space for the manufacturer's name and date of delivery; under the swatch is another space for lot number, cost and selling price.

The triplicate order book is then used to send order to the maker, and no maker is allowed to send any goods ordered by a buyer or under buyer without an official order. One tissue is sent to the manufacturer, one to the department, and one to the office. The buyer has his record in his buying book. The department tissue is pasted in a book in alphabetical order, several pages being allowed for each maker. Each department tissue has the selling price marked in red ink, and the cost also plainly shown, and, when buying juvenile clothing, the rise and fall in prices according to size.

When the goods are delivered to the receiving room, they are counted, and entered in what we call a stock book, and then sent to their respective departments. The retail price is marked in plain figures, and the cost always in private on the garment ticket, there being no objections to the salesman knowing what a garment costs, as in this country. The prices are marked from the tissue of the actual order, and when a line or lines are completed, the tissue is cancelled and filed away. The maker's invoice does not go to the department, but is kept by the manager of the store, and his first duty, after the correspondence has received attention every morning, is to visit each department and obtain the selling price from the head of the department. This is obtained from his stock book, as he (the head of the department) enters each delivery in detail from his tissues. In this way the manager is able to come into direct touch with all merchandise entering the store, and by marking the selling price on the invoice he is able to keep a careful watch on the percentage of profit and on the quantities of each line. The invoices are then sent to the office, and the cost and selling prices are extended by a clerk, who also enters them in the book kept for this purpose. In this way we are able to get out estimated profit in each department, week by week. The table (Fig. 1) will give you some idea how we watch our buying so that it does not get out of proportion to the selling. We allow a minimum stock figure as a guide, and this is estimated on the previous season's turnover. The buying should not exceed 50 per cent. of the minimum stock figure, even when the delivery of goods is heaviest, except on very rare occasions. By the end of the season the stock figures should be down to the minimum amount, very near it, or sometimes under. I have compiled a monthly guide (Fig. 1), just for an example, and taken the month following stocktaking, when the delivery is not so heavy as in April, May and June, etc. Stock is again taken on August 31.

The table (Fig. 2) shows the turnover on which the minimum stock is based, estimated on 33 1-3 per cent. profit on sales, but this would not be possible in all departments, whereas some would show a higher percentage, making in all 33 1-3 per cent. on the total sales.

1912 MONTHLY STOCK GUIDE

DEPARTMENT	CUSTOM	MEN'S CLOTHING	JUVENILE CLOTHING	MENS FURNISHINGS	MOTOR CLOTHING	HATS AND CAPS	TRUNKS BAGS, ETC.	SHOES	TOTAL
STOCK AT FEB 28TH	3,000.	35,000.	15,000.	20,000.	12,000.	5,000.	5,000.	16,000.	110,000.
NET SALES MARCH 1ST TO 31ST	500.	3,500.	1,500.	2,250.	2,000.	500.	600.	1200.	12,050.
	2,500	31,500.	13,500.	17,750.	10,000.	4,500.	4,400.	13,800.	97,950.
BOUGHT MARCH 1ST TO 31ST	750.	5,000.	2500.	3,000.	2,500.	400.	500.	1,000.	15,650.
STOCK MARCH 31ST	3,250.	36,500.	16,000.	20,750.	12,500.	4,900.	4,900.	14,800.	113,600.
PER CENT OVER MINIMUM STOCK	8%	10⅓%	14¼%	4%	✓	9%	✓	9¾%	6⅓%
MINIMUM STOCK	3,000.	33,000	14,000.	20,000.	13,500.	4,500	5,500.	13,500.	107,000.

Fig. No. 1 — See article.

RADIUM



---the hosiery for men

Perfect Fitting **Long Wearing**

Strength lies in the reinforcing of the parts most exposed to attack or in the case of hosiery, the points that come in contact with the toe and heel of the shoe.

Soles are double. Heels and toes quadruple. Heels all high spliced.

These points in "Radium" are strongly reinforced so as to resist the continual wear. "Radium" hosiery fits perfectly and feels right.

That's why your trade will like "Radium."

PERRIN FRERES & CIE., - MONTREAL

The Points of Strength in RADIUM HOSIERY

BEAVER BRAND



Style No. 4675

Not All Style Not All Quality

BUT BOTH

"Beaver" Brand Knit-coats for men appeal to the men because they combine both style and quality. This ensures them keeping their appearance indefinitely which to a man is a big consideration.

We make all kinds of knit coats for men, women and children; toques, sashes, mufflers, hosiery and gloves.

See our men's half hose.

R. M. Ballantyne, Limited

Manufacturers of the well-known "Beaver" Brand of Knitted Goods

STRATFORD - - - CANADA

TORONTO REPRESENTATIVE:
J. N. BOYD, 373 BROADVIEW AVE.

DEPARTMENT	SALES IN DOLLARS	TIMES TURNED OVER	MINIMUM STOCK
CUSTOM	18, 000.	6	3,000.
MEN'S CLOTHING	99, 000.	3	33, 000.
JUVENILE CLOTHING	42, 000.	3	14, 000.
MEN'S FURNISHINGS	80, 000.	4	20, 000
MOTOR CLOTHING	81, 000.	6	13, 500
HATS AND CAPS	21, 000.	4 2/3	4, 500
TRUNKS AND BAGS	33, 000.	6	5, 500
SHOES	54, 000.	4	13, 500
TOTAL	428, 000.	4	107, 000.

Fig. No. 2 — See article.

It is quite the usual thing to be able to turn over stock four times at selling and, of course, in some departments, where you can fill in quickly from makers, at more than that. It may not be possible in this country to get this turnover, but it is a wise policy to keep a very careful watch on buying and have some fixed minimum to work to. In London stores, each department has a profit and loss book, and all reductions are registered in this by the head of the department, passed by the manager before sending same to the office each week or month.

By this system we are able to get at the actual stock figure each week. We take stock at cost and selling, and so get the percentage of profit actually showing on goods in stock. We have already the profit as shown on the invoices, and in this way we get what should be our estimated stock figure, and in comparing the estimated with the actual, I have known the whole of the departments, with a turnover about the same as the above table, to come out within $100. There are so many systems, but, of all, I think this is the most simple.

It may not seem practical for the American system of trading, as you are continually cutting your prices at certain times during a season, and you would not be able to know just how much a customer paid for an article without some other records denoting the lot number on each sale. We only have end-of-season sales twice in the year, and I think, after all, it is the best method. What is more galling to a regular customer than paying $30 for a suit on Saturday and then having his friend buy the same suit at $22.50 on Monday, in mid-season. Our system of describing how long a garment has been in stock is very old. We use the A B C method, or a private code, in which you do not have a repetition of any letter.

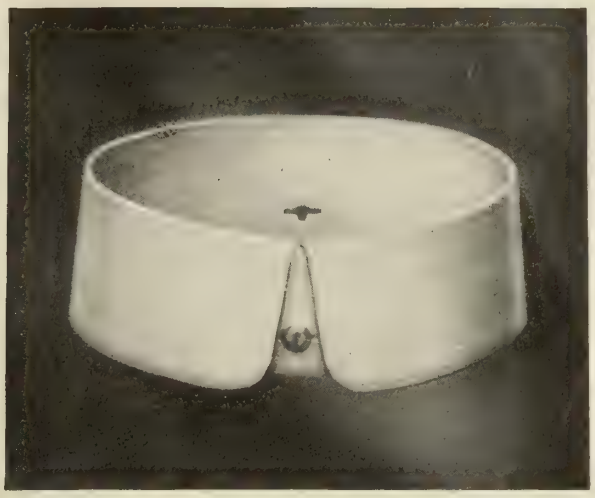
Improvement in Umbrellas.

(Continued from page 86)

cane. The result, naturally, was a clumsy and unsightly article, which it required some hardihood to bring into daily use. With the invention of the steel frame the whole trade was revolutionized, and the umbrella that was formerly counted amongst the luxuries of the rich became the privilege of the many. Another improvement that did much to popularize the umbrella was the adoption of taffeta as a covering. This cloth, a mixture of silk and wool, makes a neat cover, even more lasting than silk and very much cheaper. Previously the choice was between silk and alpaca, the one expensive and the other clumsy. Cotton was occasionally used to cover the old gingham, but it also suffered from the objection of unsightliness.

To-day the whole aim of umbrella manufacturers is to turn out a slim, light article that can be easily carried. To do this they have adopted the device of using a metal tube. This gives both strength and lightness, and the trough-shaped ribs almost universally employed nowadays do not add much to the weight. By this means, and by using a fine cloth, the neat umbrella of to-day can be passed through a hole the size of a shilling. For some time it appeared as if the metal tube would not survive against the wooden stick, which can also be had of very slim proportions if ironwood is used. The reason possibly was that the metal tube was apt to get bent, and the umbrella was rendered useless. This has been remedied by using tempered steel, and the vogue for the metal tube is returning. It is a curious fact, but manufacturers state that while a big trade is done in the city and East of London, the numbers sold in the high-class West End shops are comparatively small, when compared with the business done in the umbrellas with wooden sticks. Of recent years the biggest change has been in the size of the ladies' umbrellas. The ribs used to be about 21 inches in length. Now they are usually from 23 inches to 24 inches in length, and the suggestion is that when ladies' hats increased in size the umbrella had to follow suit. American ladies, however, usually carry umbrellas of the size ordinarily used by men, with the ribs 25 inches in length.

It is when one comes to consider the handle of the umbrella that the greatest variety is found. As might be expected, it is the ladies who demand brightness



Easily Cleaned

is one of the strong selling points of



CHALLENGE COLLARS

but two points just as strong are: the extra long wear they give and the fact that styles are kept "up to the minute."

Our Rubber Brand at $1.80 dozen and our Pyralia Brand at $1.50 dozen are quarter s heavy again as higher priced lines of other makes Send for sample of our $1.25 Outdoor Brand.

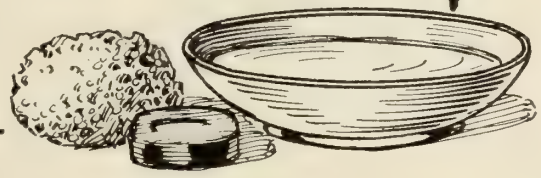
SAMPLES ON REQUEST

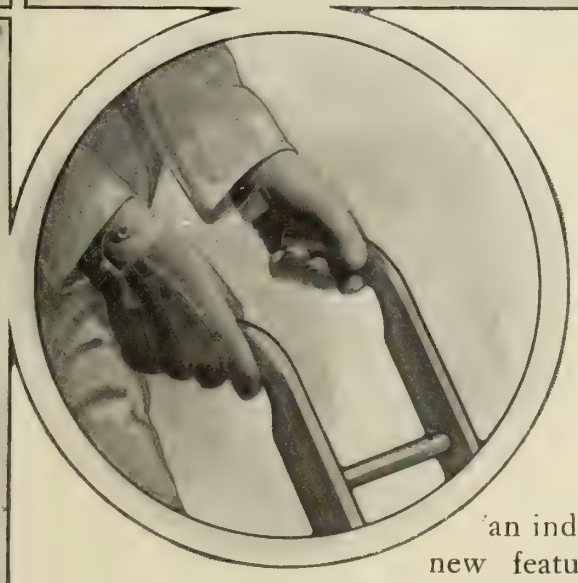
The Arlington Company

of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg





New Features

The Universal demand for "Asbestol," Eisendrath's Celebrated Gloves and Mittens, was built as a result of a careful study of what was needed by the trade at large. Every number in the entire line is made to fit an individual need. The line is also characterized by new features—"Specialties" which are brought out as trade builders.

"Asbestol" Gloves and Mittens stand the effects of steam, heat and water. It's a good line for you to know—a dependable line for your trade. Your jobber has the stock and will be glad to supply you.

ASK FOR A COPY OF OUR NEW CATALOGUE.

Eisendrath Glove Company :: Chicago

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

THAT a men's and boys' clothing department can be installed in city of 12,000 for $4,500 is the opinion of a buyer to whom was referred the question recently asked of this department and on which two buyers have already given their views. Last month a buyer submitted an estimate of about $8,000, but this was based on the requirements for an exclusive men's wear store.

In the present case the third buyer points out that for such a store he would give a much larger stock. His understanding was that enquiry referred to a department that was being added to another business.

"As an auxiliary to the above estimate," he states, "a special-order clothing department can be made a paying feature, requiring but little space to handle, as the samples or swatches are now put up in compact form by the leading firms. A customer who cannot be suited from stock, will in the majority of cases give an order for a made-to-measure suit. It also adds tone to the stock. Special order goods being mostly in the higher-priced lines selling from $20 to $35. With the very complete order forms now provided a salesman can in a short time familiarize himself with the necessary particulars for taking measures correctly, and an occasional misfit is not a serious matter provided the customer is not in a rush, as a suit can be put into regular stock and marked at full price. A little care and experience on the part of salesmen in measuring and also in fitting on the new garments will avoid many of the above.

Stock sheets of fur and fur-lined coats have not been given, as this stock to handle successfully, requires considerable space and a well assorted stock. As a rule, a small stock will not be found satisfactory. The purchase of a fur or fur-lined garment means the outlay on the part of the customer of from fifty to one hundred dollars and upwards. A great deal of valuable time is often taken up in comparing with the values offered in the different stores, usually to the disadvantage of the small dealer. However, a safe start could be made by selling from sample garments from one of the first-class wholesale fur houses.

MEN'S BLACK SUITS.

Quantity.	Sizes.	Prices.
8	34 to 44	$ 7.50—$ 60.00
8	34 to 44	9.00— 72.00
6	34 to 44	12.00— 72.00

MEN'S SERGE SUITS.

Quantity.		Sizes.	Prices.
12		34 to 44	$ 7.50—$ 90.00
12		34 to 44	10.00— 120.00
10		34 to 44	12.00— 120.00
10		34 to 44	13.50— 135.00
6		34 to 44	15.00— 90.00
10	worsted	34 to 44	6.50— 65.00
12	tweed	34 to 44	7.50— 90.00
12	t'd & w'st'd	34 to 44	8.50— 102.00
15	" "	34 to 44	10.00— 150.00
12	" "	34 to 44	13.50— 159.00
10	" "	34 to 44	15.00— 150.00

MEN'S OVERCOATS.

Quantity.	Sizes.	Prices.
10	34 to 46	$12.00—$120.00
10	34 to 44	13.50— 135.00
8	34 to 44	15.00— 120.00
4	34 to 44	16.50— 66.00
8	34 to 44	6.00— 48.00
10	34 to 44	7.50— 75.00
12	34 to 46	8.50— 102.00
12	34 to 44	12.00— 144.00
15	34 to 46	10.00— 150.00

YOUTHS' OVERCOATS—$12.11.

Quantity.	Sizes.	Prices.
6	28 to 34	$ 4.50—$ 27.00
8	28 to 34	5.50— 44.00
6	29 to 33	6.50— 39.00
10	31 to 34	7.50— 75.00
4	31 to 34	9.00— 36.00
3	32 to 34	10.00— 30.00

BOYS' OVERCOATS—$54.00.

Quantity.	Sizes.	Prices.
4	24 to 28	$ 3.50—$ 14.00
4	25 to 28	4.50— 18.00
12	26 to 28	5.50— 22.00

MEN'S FALL OVERCOATS—$318.

Quantity.	Sizes.	Prices.
7	34 to 44	$ 5.50—$ 38.50
8	34 to 44	7.50— 60.00
10	34 to 44	8.50— 85.00
6	34 to 44	12.00— 72.00
3	34 to 44	13.50— 40.50

MEN'S ODD TROUSERS—$165.75.

1¼ doz.	per dozen	$15.00—$ 18.75
1½ doz.	per dozen	18.00— 27.00
1½ doz.	per dozen	24.00— 36.00
1 doz.	per dozen	30.00— 30.00
1½ doz.	per dozen	36.00— 54.00

MEN'S FANCY VESTS—$38.25.

¾ doz		$ 9.00—$ 6.75
1 doz.		10.50— 10.50
1 doz.		12.00— 12.00
½ doz.		18.00— 9.00

MEN'S OVERALLS—$216.50.

2½ doz.	without bib	$ 6.50—$ 16.25
6 doz.	without bib	9.00— 54.00
2½ doz.	without bib	10.50— 26.25
4 doz.	with bib	4.50— 18.00
5½ doz.	with bib	9.00— 49.50
5 doz.	with bib	10.50— 52.50

S-D-Collars

Always Clean—No Laundry Bills

"S.D." collars are the most up-to-date waterproof linen collars on the market. All the advantages of the linen collar and none of the disadvantages of the old-time rubber collar. They are made to give satisfaction. A trial order to-day will convince you of this fact. Made in three grades:



Linolo (Interlined)	**at**	**$2.00 List**
Lima	**"**	**" 1.50 "**
Peerless	**"**	**" 1.25 "**

Made in linen, gloss and dull finish. Sizes, 12-18.

Write for catalog and discounts to-day.

The SMITH-D'ENTREMONT CO., Limited

1475-77 QUEEN STREET WEST, TORONTO

TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

UNDERWEAR

NOW IS THE TIME

for you, Mr. Merchant, to sell your Fall and Winter Underwear.

Your customers that bought CEETEE UNDERWEAR from you last year will come in and buy this year again without any effort on your part.

Then, many new customers will be brought to your store by our strong advertising. They will come in for you to show them CEETEE UNDERWEAR.

It is up to you to make the sale. If you endorse our statements made in the advertising, which you know to be absolutely true, the sale will be made every time, and you will have conferred a favor and good service on your customer.

Our large advertising campaign, costing thousands of dollars, is now in full swing. We have made the best goods and have told, and are telling, the public about them. It is all we can do. It is up to you to increase your business by confirming our statements.

MADE IN ALL SIZES AND WEIGHTS FOR MEN, WOMEN AND CHILDREN.

The C. Turnbull Co. of Galt, Limited

MANUFACTURERS

GALT, - - ONTARIO

Also manufacturers of Turnbull's high-class ribbed underwear for ladies and children, Turnbull's "M" Bands for Infants, and CEETEE Shaker Knit Sweater Coats.

5E6

MEN'S CRAVENETTE RAINCOATS—$170.50.

Quantity.	Sizes.	Prices.
5	34 to 44	$ 5.00—$ 25.00
7	34 to 44	6.50— 45.50
4	34 to 44	8.50— 34.00
3	34 to 44	10.00— 30.00
3	34 to 44	12.00— 36.00

MEN'S RUBBERIZED RAINCOATS—$187.50.

4	36 to 44	$ 5.00—$ 20.00
6	36 to 46	6.50— 39.00
6	36 to 48	8.50— 51.00
4	36 to 46	10.00— 40.00
3	36 to 44	12.00— 37.50

MEN'S SMOCKS—$104.25.

3 doz.	Men's Smocks	$ 4.50—$ 13.50
3 doz.	" "	6.50— 19.50
5 doz.	" "	9.00— 45.00
2½ doz.	" "	10.50— 26.25

BOYS' THREE-PIECE SUITS—$138.

Quantity.	Sizes.	Prices.
6	28 to 34	$ 3.00—$ 18.00
6	28 to 34	4.00— 24.00
6	29 to 34	5.00— 30.00
6	28 to 34	6.50— 39.00
6	29 to 34	4.50— 27.00

BOYS' TWO-PIECE SUITS—$213.50.

Quantity.	Sizes.	Prices.
6	22 to 28	$ 1.50—$ 9.00
6	22 to 28	2.50— 15.00
6	24 to 28	3.00— 18.00
6	24 to 28	3.50— 21.00
8	28 to 33	3.50— 25.00
8	28 to 34	4.50— 36.00
8	28 to 33	5.50— 44.00
7	28 to 34	6.50— 45.50
1 doz.	Boys' Odd Knickers	$ 4.50—$ 4.50
2½ doz.	" " "	6.50— 16.25
2 doz.	" " "	9.00— 18.00
1½ doz.	" " "	10.50— 15.75
1 doz.	" " "	12.00— 12.00
3 doz.	Boys' Overalls	$ 2.25—$ 6.75
2½ doz.	" "	4.50— 11.25

Child's Fancy Overcoats.

BOYS' CLOTHING.

CHILD'S FANCY OVERCOATS.

Quantity.	Sizes.	Prices.
6	22 to 28	$ 1.50—$ 9.00
6	22 to 28	2.00— 12.00
5	22 to 28	2.50— 12.50
4	22 to 28	3.50— 14.00
3	22 to 28	4.50— 13.50
3	22 to 28	5.50— 16.50
10 " "	34 to 44	15 00— 150.00

Who is Responsible

The Review's Information Bureau has received a letter from a merchant asking for an opinion as to a newspaper's responsibility when a wrong price, not according to copy, is quoted in an advertisement. Thus a line of shirts which the merchant intended to advertise at $1.50, is actually offered at 50 cents in the paper owing to some bungle in proof-reading or correcting.

Much depends upon the system of proof-reading. The price may be right in the copy, but many merchants and advertising men recognize that their personal responsibility does not end there. The advertisement may be set up by a careless compositor, and mistakes are bound to occur which the publisher of the paper absolutely refuses to account for. The merchant or advertising writer must insist upon seeing proofs, and even corrected proofs or revises, before the advertisement is published. If the advertisement leaves his hands in perfect condition with prices and every other detail correct, then he is justified in supposing that responsibility shifts to the newspaper office. It is the advertising writer's place to see that everything is done so far as his department is concerned to prevent mistakes.

The corrected proof returns to the newspaper office with every error plainly marked. It goes to the composing room and is corrected. A price line, however, may not be properly spaced or justified and in conveying the forms to the press a letter or figure drops out and is not noticed. This, of course, is due to carelessness in make-up but is sometimes looked upon as being purely accidental and as something for which the publisher cannot be held accountable. Such a thing happens very rarely. Where there has been gross carelessness in correcting a proof, it only appears reasonable that the publisher should at least share the responsibility of that carelessness.

Some merchants, when a price is misquoted, prefer to let the item run rather than leave their advertising open to the charge that it is not reliable. This policy is liable to prove rather expensive, although it is converting some previous fault into a good advertising feature. In other cases, as soon as the mistake is discovered a neat card of explanation is placed on the counter where the goods are being sold. It is good policy to run the same item at the corrected price in the newspaper the day following.



EARL & WILSON
The most popular day dress Collar made in America

EARL & WILSON
Collars in Canada

Red-Man Brand

NEW SHAPES FOR QUICK DELIVERY

Address all enquiries to
A. E. ALTMAYER
c/o Earl & Wilson - New York



EARL & WILSON
Same style and slightly higher than our famous Graywood.

WREYFORD & CO.

TORONTO

Wholesale Men's Furnishers



We are ready for
CHRISTMAS TRADE
with
Dressing Gowns, House Coats
Scotch Wool Vests
With or Without Sleeves
Special lines of Sets
"Tie and Socks to Match"
in Plain Colors or Accordion Silks
And Other Specialties
Knitted Silk Motor Scarves
Etc., Etc.

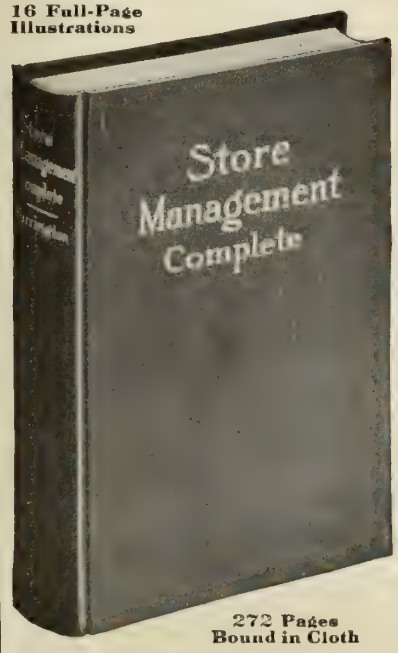
SAMPLES AND PRICES UPON REQUEST

WREYFORD & CO.

85 KING ST. WEST, TORONTO

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

The merchant is placing his order for a full range of Spring shirts from the Star Brand line, and will find himself in a position to command the shirt-trade of his town. Not only do Star Brand meet the requirements of the most particular dressers but they unconsciously appeal to the masses. They are in every particular high class shirts and are of value you can't well overlook. Let us show you through our entire range and you will find "Star Brand" shirts the nearest to your ideal in style and value.

See our Christmas line of shirts and neckwear. we give immediate delivery on these lines. Prompt service is always our aim.



SHIRTS
Are Made for Particular People

Van Allen Co., Limited

Hamilton -:- Ontario

Prepare for Suggestive Novelty Season

Many novelties that the men's wear store can feature to advantage — Latest ideas in leather goods and accessories for the Christmas trade — Profit in the business if properly handled.

THE opportunities in novelty lines for Christmas retailing are only limited by the number of sections developed and the appealing features of each section. Range of selling is often curtailed by handling lines in other departments to the detriment of the men's wear department.

Sizing up stocks, these lines generally include neckwear at 25c, 50c, 75c, $1.00 and up, handkerchiefs initialled, monogrammed or plain H. S., in ¼, ½ or dozen boxes at 50c to $4 each, gloves and hosiery, all kinds, shirts and pyjamas at special prices. Sweater coats at $2.50 to $10 are sellers at this time. Hats and caps, canes and umbrellas, tight roll and adjustable, are acceptable gifts. Lounging robes, house coats, bath robes, novelties in jewelry, collar and cuff sets, suspender sets, and many other lines are seasonable suggestions which show good sales results. Adherence to regular lines may appeal to careful buyers, who hold that usual business at this time is as much as can be satisfactorily handled.

SUGGESTIVE RETAILING.

Christmas is a season of suggestive retailing. In men's wear lines, as in no other department, possibilities for larger sales are always evident because men appreciate quality. It is this same demand which makes gift selection so hard for average buyers. To keep away from personal apparel and include something which most men have not got already or would prefer to choose themselves is a good idea.

FEATURE GIFT NOVELTY.

Many sections in the store go outside of their understood province in stocking gift novelties for introductory selling at Christmas. Extra space is given handkerchiefs, gloves, ties and holiday lines and less important departments are allotted minor location, consistent with business to be divided. For instance, leather goods are shown in the travelling supplies section, kodak department and with dress accessories.

LEATHER GOODS.

The development, in men's wear sections, of leather novelties is not so advanced as in women's lines. Whether this can be attributed to the competition of druggists, bookstores and fancy goods shops is hard to determine. Many merchants claim that the novelty leather goods business is cut up and that too many stores carry an assortment. This may be true to an extent. Each retailer has a specialty assortment for the trade catered to.

The field of this business for furnishers is growing in proportion to the increased numbers of lines which are suitable for their trade, and almost every men's furnisher has had the problem of suggesting something better. In preparing samples this year, manufacturers have added lines to meet this contingency.

GOOD MARGIN OF PROFIT.

Such leather goods and fittings as drinking cups, flasks, wallets, military brushes, collar, cuff, shirt and dressing cases all show a good margin of profit. Some of the novelties seen are soft suede collar bag with pocket for cuff and collar buttons, flat shirt case with gusset, holding 3 to 4 shirts, and made exactly to fit the bottom of a grip, and glove or cuff envelope to match in green, tan and brown. Short bristle military brushes in flatter cases are more convenient and some smart shapes are offered.

Parisian and ebony finish are always good and the latter is having a splendid sale in the early orders.

NEW IDEAS IN DRESSING CASES.

The prevailing idea in dressing cases is to have them as flat as possible and fitted with unbreakable sets. One of these novelties fits, by means of a flap, in the inside envelope of the club bag. Folded or roll cases are shown without side flaps for the specialty trade. Very late novelties in strap, tie and whisk holders with pin cushion are selling as a result of the success of last season's numbers.

Ranges of men's leather accessories are complete without in any way competing with outside trade. Purses, wallets, memorandum and bill books



Leather novelties for Christmas. Shirt, collar and cuff or glove cases to match, in tan, brown or green suede leather. Adjustable dressing case with unbreakable Parisian fittings. This case is held to the side envelope of the overnight grip by a flap, which serves to make an easel on the dresser. Courtesy Julian Sale Leather Goods Co., Toronto.

"MONARCH-KNIT"



M33.B

Have you knit goods in your clothing department?

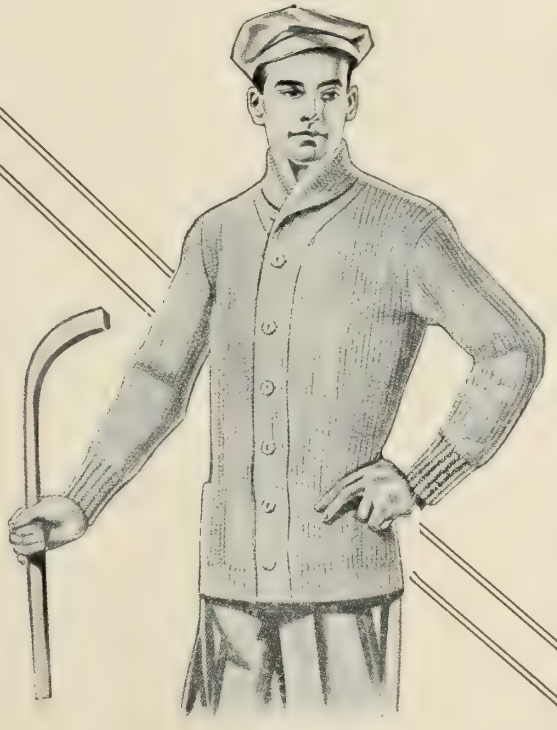
This is a line always in demand and you are sure of your profits.

If you carry "Monarch-Knit" lines your customers will ask for them.

They know the merits of "Monarch-Knit."

We are the largest manufacturers of fancy knit goods in the world.

"Monarch-Knit" is the standard for style, quality and workmanship.



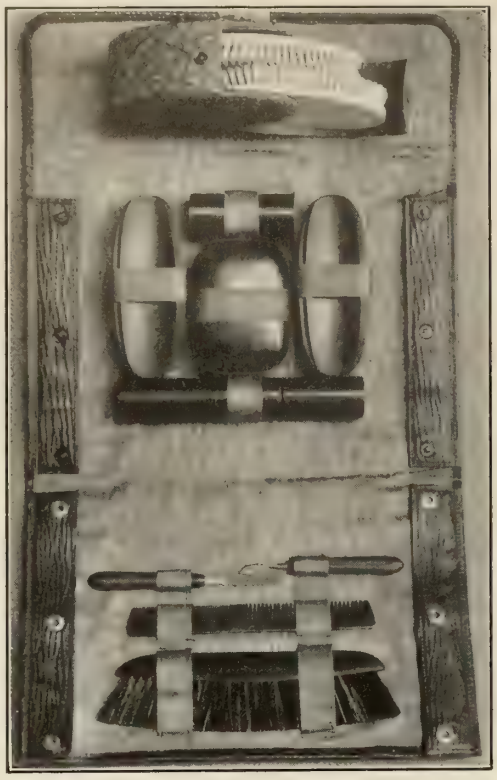
M53

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO



Flat folding moire-lined dressing case with ebony fittings. Thin Parisian back military brushes in case inset at top. Shown by Winnet & Wellinger, Toronto.

are specially adaptable along with novelty lines. Space necessary is not such a problem for an adjunct department, as a case and an assembled showing is bound to be profitable.

Usually the class of men entering a store are susceptible to the features in an up-to-date showing and



A Christmas novelty tie holder and pin cushion combined. Courtesy Julian Sale Leather Goods Co., Ltd., Toronto.

impressed with quality. As a Christmas development of furnishing stores, no other line compares as favorably as a smart display of novelty leather goods. Profits are not offset to any extent by changing styles and loss does not result from carried-over lines as in many other featured Christmas sections.

Clock in Entrance Floor

A unique feature for a store front is the installation of a clock in the floor of the entrance. The British-American Tailoring Co., who have opened a store at 81 Yonge street, Toronto, have thus put time under foot. The mechanism of the clock is in the basement and the face is protected by a plate of thick glass. The section in which their store is located is always crowded and as "public" time is scarce at this point, the management of the store are of opinion that in time their clock will become an institution and attract increasing attention to their store.

The British-American Tailoring Company are using British woolens and American serges—hence



A clock set in the floor of the entrance to their store is the unique idea adopted by the British-American Tailoring Co., Yonge St., Toronto.

the name—and are making a specialty of short-notice tourist trade. Here also the name applies to advantage for to the majority of tourists this combination is said to appeal. This is irrespective of the claim made by some fashion authorities that there is little essential difference in style lines adopted by good dressers in London, New York, Toronto, Montreal, or Vancouver.

"Of course," men's styles originate in London," said the manager to the REVIEW, "but it is a remarkable thing that very often, when an Englishman comes to this country he is not here very long before he enquires about American styles. The present vogue is decidedly English, but in this country modifications are being worked out which eliminate all tendency to the extreme.

The windows of the new store are recognized by the management as having an advertising value equal to 40 per cent. of the rent. This indicates the value of a ground-floor location near the busiest corner in Toronto.

NECKWEAR AND ACCESSORIES

Are novelties more profitable than boxed lines? — Individual selection a matter to be considered — Satisfactory orders for the Christmas season — New ideas in knitted neckwear with better values

THE problem of boxing and choosing Christmas neckwear is based on values and advertising. Either merchants or consumers ultimately pay in depreciation of style, value or selling merits of the goods or added price of the boxes.

Buying quantities enables manufacturers to make the price of the box a minor charge. Locality demand has much to do with the success of Christmas boxed lines. This accounts for the difference in selection between city buyers and smaller merchants in outlying towns. Everyone agrees that boxing is a good idea and helps to sell the goods.

Values given in boxes are right and cannot be criticized. Each buyer has his outside costs for popular retailing prices and is guided by local costs of doing business. The option is simple. On one hand buyers are offered a splendid range of designs in a suitable box at $2.25 or $4.50 dozen less 10 per cent. January 3 or some similar dating. Otherwise buyers pay $2.25 or $4.50 a dozen less 6 per cent. and have choice of the range of patterns. To add a box at these prices is hardly feasible because merchants cannot afford to pay the limit price and show a satisfactory profit. Extra costs of doing business plus necessary costs of special individual boxing does not give sufficient margin. A great deal depends on the possible prices and salesmanship. For Christmas selling this year there are many lines which could be sold at 75c. Furnishers are getting this price for $4.25, $4.50 and $5.50 numbers. Patterns at $6.50 up are bringing $1.00.

Boxing neckwear and other Christmas neckwear is a matter chargeable to advertising, which men's wear stores can use to individual advantage. The amount of advertising appropriation spent in this way should not be charged against values optional with the buyer, except he depends on value to make a noise. Admittedly he can and is doing this.

But in the merchant's own interest it is a question whether buyers might not better depend on knowledge of the wants of their trade, snappy styles and patterns and individual choice. By boxing Christmas lines uniformly merchants are creating prestige. Boxes used convey some impression as to the class of business done. Others suggest quality or are striking enough to give a lasting impression and invite future business.

Advantages of buying boxed neckwear is apparent both to merchant and manufacturer in that it makes special advertising windows possible and invites quantity orders. For buyers who wish to retain a name exclusive for style interpretation and natty goods, giving tone to the store, personal selection is the correct rule. It is not claimed, however, that box lots lose these merits.

Of course, both practices are plausible. In choosing values, styles and patterns and deciding on a striking box in which the firm name appears, good merchandizing pays a large margin of profit. Difference in costs of cleaning up unsuitable patterns as against novelty lines when unseasonable is one reason why the buyer should have a free hand in selecting and by boxing everything individually make this extra profit pay for exclusive boxes. It rests with both buyer and merchant to apply the same quantity pressure to make the most of the Christmas selling season.

Orders for Christmas are a good indication of the success of this season's ranges. From present reports several lines are likely to be withdrawn because they are sold up. Border ends have been exceptionally strong. Under these conditions and with manufacturers sold to capacity it is not expected that any later or last minute novelties will be offered.

The value offered in knitted ties is just a little better with each succeeding sample offered. Outside the vogue of patterns, the introduction of diagonals in contrasting colors to simulate silk or fabric patterns is an important feature. One of the smartest patterns and qualities yet seen in hand crochet effects at $4.50 dozen is quoted for immediate delivery. The cut tie with lining and introduced color is another development which is adding to the range of natty crochet effects. Numerous new patterns are offered which heretofore have not been possible on tubular machines. Buyers are offered remarkable values at $2.25 and in anticipating Spring ranges can expect a new standard at $4.50 with better values than ever in silks, especially lines to retail at $1.00 and $1.50. Some of the patterns are real classy and are bound to take notwithstanding the so-called passing of crochet ties.



View in men's clothing section, Filene store, Boston. Wardrobe system admitting of effective display. Note unit on top of case consisting of coat posed on chair with bag hat and cane.

Planning for the Customer Beforehand

Clever salesman will form mental picture suggesting his procedure in any selling proposition likely to occur — Plan a customer for every variety of suit in the store — Having an answer ready for possible setback.

THE following address on Salesmanship was delivered before the salesmen of a large Chicago store by Otto Buehrmann.

If a man were to meet you on the street and tell you where brand new silver dollars were buried, you, we, and almost everybody, would go get a pick and shovel and begin to dig at once. The object of this talk is to tell the salesman where he will find many silver dollars, all his own, if he will but devote a few hours of every week to digging right here in the store to uncover them.

It is pretty certain that the store will close tonight, equally so, that it will open in the morning; just as certain is the proposition that the study of the subject given in this talk will enable the salesman to get results in real cold cash—not hope or stage money. The experience and observation of the cause which produces the effect, makes it as certain as fate; but it is not a get-rich-quick game. It's the slow, but sure, road of hard work, and energy wisely applied, which leads to big successes.

SIZE UP CUSTOMER.

Plan your sale before you see the customer for the suit before you. How can this be done? As easily as the architect makes the plan for a house, or an apartment, before he has seen the person who is to occupy it, or even the tenant has thought of moving into it. He plans and builds for a class, not the individual, and so it is with the suit you are now examining—it is made for the one man of a class, and if you have been studying the subject of classifying the customer, placing him correctly in the class in which he belongs, the instant you lay eyes on him your sale is half made. Every man, everyone, belongs in a class; no matter how far from his class, or where he may be at this moment, his associates, his environment or circumstances have placed him in a class so far as his tastes and inclinations are concerned. Worldly goods establish his business class, and his mental class is determined by his ability, and the classifying of the customer at a glance will be done by the salesman who has practiced and is versed in the subject.

To acquire this skill is the lifework of an ambitious salesman. When he ceases to practice this art, neglects to try to be more perfect in this mental work, he begins to go backward, floating down the stream, away from the activities of success, while resting on his oars—not trying to go against the current, but simply floating. He will go over the dam and be lost to the business world—"a has been."

The mental labor demanded to make the classification is a sharpener of the wits and awakens the mind to the happenings of the hour; for classes do not remain as always in clothes buying. A few years ago there were but very few classes of clothes buyers, chief of which was the farmer and the workingman; now nearly every man, in all walks of life (possibly barring the very rich), has become a patron of the ready-to-wear garment trade, and it is this vast increase of customers, from all classes, which makes the work now so difficult and at the same time so deeply interesting.

MIND-PICTURE OF CUSTOMER.

To whom will you show this particular suit in conservative cut and quiet color? Draw a picture in your mind of the man who will be your customer in the course of the season for the suit. Plan how you will meet him, how you will create the interest in his mind that will make him want this suit. If you go at him with the bald, uninteresting selling remark, "this is a good suit," the chances are even he will say, "I don't like it"; but suppose you have a plan arranged, to introduce the quality of the goods, with a word as to the advantages of this particular kind for a special purpose, or bring up the matter of cut, as being so comfortable, or feature the color for his personal requirements. Surround the customer, envelop him in an atmosphere, created by your suggestion, so that he sees the various good points of the suit, never relying on the one weak selling feature of an assertion of your own.

KNOCK NOTHING.

When the customer comes into the house his self-interest is actively engaged in denying everything the salesman is saying; therefore, do not place any one idea so plainly in opposition to his interests that he can directly oppose it, but point out to him the features of interest to his class, and his particular personality, for every man has his peculiarities, to which the salesman must defer; these will be indicated by the shape of his head, his face, the expression of his eyes, etc. And when he is properly classified, these personal characteristics will not be overlooked.

If there is a certain suit in the house which "looks like Bill Jones," see to it that he knows all about it, that you have it to sell, and that when he comes he will be shown the points which made you think of him in connection with it. Show goods so that it will appear that you are but considering the interest of the buyer; to intrude your own interests is to excite the latent suspicion, and the opposition of the self-interest, to which reference was made above.

"Mr. Jones, this is the sort of suit which will give a person most excellent wear and service, as against many others." Do not name the goods you do not favor, for the reason that he may have in his mind the kind you are criticizing.

It is a good rule not to knock anything or anybody when making a sale. Be so much interested in whatever you are selling that you cannot stop to give expression to a negative thought. "This is the thing for you to buy, Mr. Jones," because it is so and so—telling the good points, but leaving the field open to present the selling features of any piece of merchandise in the house. You have all the goods in the store to sell; each piece will suit somebody and be just what they want, and there is no telling when that "somebody" will appear, and should you have placed yourself on record as opposed to this or that line of merchandise, it has a most dampening effect on the selling enthusiasm of yourself, the salesman. All auto-suggestions should be of a positive and optimistic character.

All good plans have for their ultimate aim the securing of the good will of the customer for all time, and anything which does not tend to this end, in plan of service, is short-lived and unprofitable. For no plans can be made for the uncertainties of a bad policy.

For the honest, honorable and reliable salesman there is a bright and profitable to-morrow; for the tricky and short-cut man only the single customer of to-day.

HAVE ANSWER READY.

In the plan have a place for a possible setback and a quick answer to any and all objections, be they what they may. This will require a thorough study of the many features of material, cut and workmanship, and this knowledge will build up the value of the salesman to his house.

To be able to tell the customer, truthfully and accurately, the story of the wool, from the time it grew on the back of the sheep to the moment it is shown in the cloth before him, is a tremendous selling argument. Equally so, to be able to tell a customer why the garment is cut thus and so, be he workman or man of leisure. A sale we once heard made was closed as a result of the story of how the composition buttons were manufactured—not that the man bought the buttons, but the salesman told the story so interestingly that he gained the attention and confidence of the customer, who "came across" to his way of thinking on the other points of the suit.

The hand-made buttonholes were for years a strong feature used by many successful salesmen as a talking point. Every one of us has made the sale on the non-breakable features of the shape-retaining front of the coat. The selling points are so numerous that a book could not tell them all; each has its place in a well-thought-out plan, applicable to the peculiar sort or kind of merchandise. Patch pockets are sold in some localities and are demanded by the trade and are the selling points to put in your plan if you live in the territory where they are called for.

VARY THE ARGUMENT.

Plan for the argument you will make to the customer for each of the various kinds of suits in the house; do not have a "ready-made" argument for all alike. Vary it to meet the many kinds of men who will buy the different suits you have to sell. This extreme new cut and latest novelty in material must be presented with an argument detailing the demands of the latest fashions, and which this suit supplies. Comfort and service will not be considered essential features by this buyer.

"Time is money," so are words; for that reason expend them wisely and economically, not only for the savings, but for the specific purpose of making the correct impression on the mind of the customer. Choose your words to fit into the small talk of his associates and say things in a manner to which his class is accustomed. "Nifty, swell and nobby" are not words to impress the minister or the judge; neither will they be understood by the staid foreigner, such as the solid German or Swede of middle age; they have their place in some planned arguments for some people, but as every piece of building material must be used where it fits in the building, according to the plan of the architect, so must the word used in the selling argument be suited to the class and personality of the customer.

A sheet anchor of the salesman is silence, which should always be the breathing space in all plans to learn the peculiarities of the customer or the place to regain any lost ground.

Mistakes of classification are avoided by a quiet friendly look, and a pleasant expression of the face invites confidences; these last are rarely given to meet a flow of words. No man ever extended a confidence in return for a string of selling arguments, rattled off like the clatter of a sewing machine.

Time cannot be spent to better profit than to make a plan to sell each single suit in the stock; not that you will ever use them as outlined, but the exercise of thought and judgment in making these plans will be a training beyond value to the ambitious salesman. I mean the ambitious salesman always. The indolent, careless person, who never reads and thinks, will never know about trade papers, selling talks or plans of any sort or kind to advance him in his work. He it is who is constantly on the lookout for a "steady good job," with no prospect of ever finding it. For such jobs are held by those who are ambitious to make more money, to sell more goods and to keep their positions.

ARE SALESMEN INDIFFERENT?

This situation is indicated by the expression of a certain prominent clothier in a distant city, who said, in regard to selling suggestions, "I find the majority of the retail salesmen to-day indifferent to articles of this kind. They do not seem to be enough interested in their positions to take up the proposition in a technical manner." Think of it! This man speaks with the authority of an employer of many salesmen, and it is a caustic arraignment of the employes. This attitude is, to say the least, very unprofitable to those who are the most interested.

The "technical" features of selling are as essential to the salesman as the multiplication table to the student, and where they are lacking the work will be as faulty as the attempted solution of problems in arithmetic. This is one reason why there are comparatively so few expert salesmen and why there are so many "half-baked" men to step in and take a "try" at the work at any price.

Five per cent. for "misses" is the limit allowed salesmen in one store we have in mind. How long would you last in this house? Excuses are not credited at all. It is results which are demanded. And every salesman on the floor—for only experts are retained—will tell you he plans his sales long before he sees his customers. This planning makes it necessary to go through the stock every day, to note the changes and additions, for as the sizes sell out and new lines are added it is necessary to know what plan can be made to interest the coming customer.

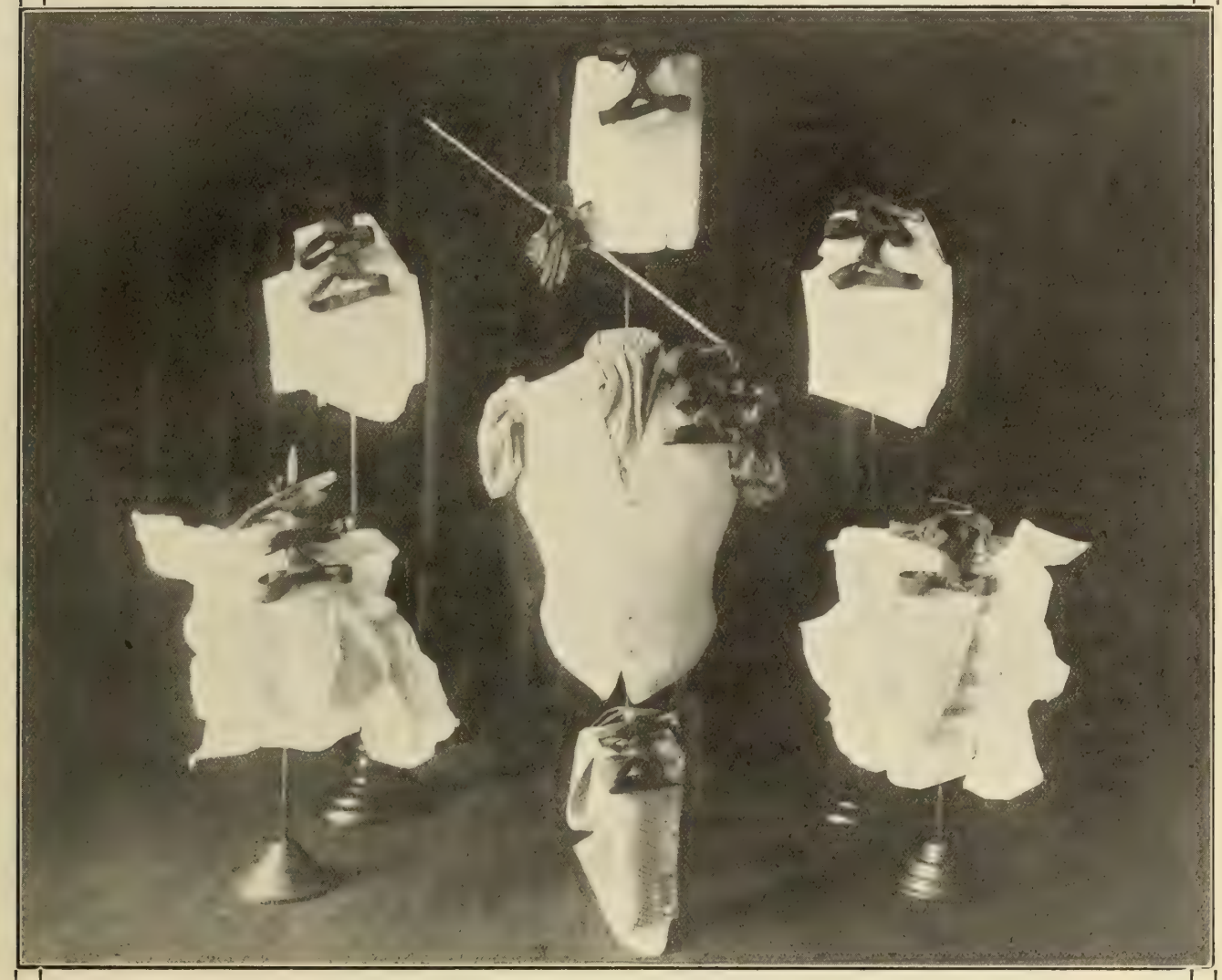
One particular salesman has a peculiar manner of using his hands when showing goods which is highly interesting to the observer. He caresses the cloth, by passing his hands gently over the surface, stroking it downward as if it were a pet dog or kitten of which he is most fond; to see him in his favorite practice and hear the low convincing tones would almost persuade the onlooker to buy, and yet some persons "are not at all interested in technical features of salesmanship." Just as if a few talks or lectures would fill the bill, like a mechanical sausage stuffer fills the casings. This salesman has practiced his gestures with as much care as any student ever exercised to learn penmanship.

Plans and suggestions are far from mechanical, technical though they be. If a thing is fairly well learned by observation, how much better would it be mastered by intelligent study? And this certainly applies to clothes selling in the highest degree.

MUST HAVE AN OBJECT.

To make any good plan the planner must know what he wishes to accomplish. It is equally necessary to know what resources he has at his command to achieve results, and at a glance it will be seen that when a salesman makes his plan it embraces every feature and ramification of the business, from the buying of the goods, housing and caring for them, store management, advertising and trade bringing of all kinds, selling and delivering, and the practice of a correct policy to insure the profits on the "repeating"—come-back business, wherein lies the success of the house.

An Effective Unit Suggestion



THE trim illustrated here is appropriate for the Fall season when the demand for fancy vests, white shirts and accessories for formal and informal wear is developing. Little explanation as to the arrangement is necessary. The vest in the centre is fitted over a form draped with crepe paper to simulate a shirt, while on the stands at each side a suggestion of daintiness is secured by arranging the vest on easels which were first covered with pure white crepe paper. This also helped to remove any suggestion of stiffness. Fixtures used are vest form, shirt easel and small T stands.

Planning will embrace a close acquaintance with each class in the territory and ultimately with every customer, big or little, young or old. Your "pull," Mr. Salesman, depends on your following, and this cannot be created or retained without many and various plans to get the customer and to keep him, and when you so plan, the results are to be seen in the pay envelope and the importance of your position. Nothing in the clothing business is accidental, except that now and then some man will seemingly make a success for a short time, make a good record for a while, and then fall back, most often down and out. He did not make any plans to hold the advantages. "He made a good impression, but did not sell the customer." This is an explanation of "why not" as old as the clothing business; but the man who works out his plans, thinks them out in detail, gives his whole mind and attention to the subject, tells it, "I sold him."

KNOW WHERE GOODS ARE.

When the salesman has planned to show the slow-sellers and to put them to the front, he will know exactly what he has to show a customer, and, if the man be not suited, then what next to show him. Nothing takes so much time and is so distracting as to go rummaging through the stock for something that will "suit the man." Your plan to show this particular suit or garment to the next mechanic or yardman on the railroad who comes into the house will tell you where to find the stock in a wink. You could never have made the plan without knowing exactly where in the store the goods were to be found.

Well-made plans make the work much easier for the salesman: he has no worrying to do at a time when he wants to be good natured and smiling; his sales are larger, his customers far better satisfied, for he thinks about what will please them.

Persistent Advertising.

(Continued from page 60.)

STOCK-KEEPING METHODS.

How to keep tab on the stock of a men's furnishing or any other kind of store, is a problem which puzzles many a storekeeper. There are a variety of systems. To know when to buy and what to buy is frequently a vexing question to the merchant if he hasn't a good system governing that end of his business.

Mr. McClenaghan can probably speak with authority on the foregoing subjects. His method of stock-keeping is a thorough one. On arrival of the goods for the various departments they are first given a stock number, which is entered in a book with such particulars as the cost price, manufacturer's name, date of purchase, etc. Then the goods are marked with a ticket showing on one side the size and sale price and on the other side the stock number and cost price.

All original packages are marked on the outside with a complete description of the contents. The packages or boxes are then taken to the stock room, arranged systematically as to style and size and placed where they are the easiest getatable. Goods for forward stock are not taken into the store in their original packages or boxes, but as each article carries a stock ticket, should any particulars be required, they can be easily obtained by reference to the stock book.

These methods when followed, Mr. McClenaghan declares, keep the clerks well informed about their stock. Should the goods not move very fast a sale follows at which reductions are made until the slow sellers are cleared out.

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ONE of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."



Something New in TOOKE Collars



Regina—

A New English Style. Plenty of tie room. Comes down close to the shirt all the way round.

"Watrous"-same collar, 1¾" Band.

Congress—A decided novelty. Will be strong with those who are looking for "Something different."

Senate—An exceptionally neat and dressy Wing Collar. Will be very popular this season.

Made in Canada—

It PAYS Canadians to sell them.



Quarter Sizes—They Fit

London—One of a series of new and most attractive Piques, in neat, small stripes. "Paris"—same collar, 1¾" Band. "New York"—same collar with 2¼" Band.



TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear, and Importers of Men's Furnishings.

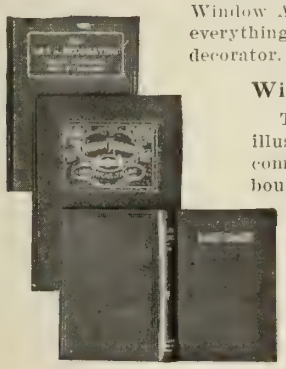
Toronto Warehouse—58 Wellington Street West
Winnipeg Warehouse—91 Albert Street

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

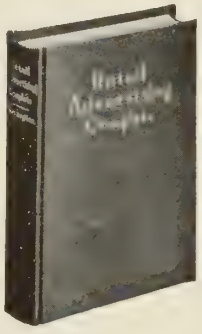
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

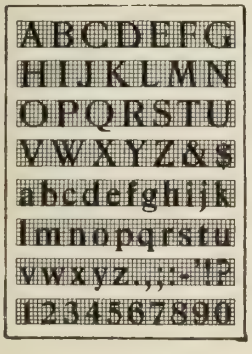
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50



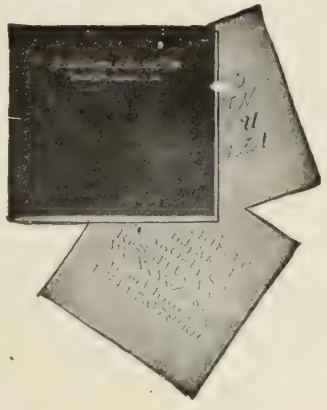
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them.$1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid, ... $1.50



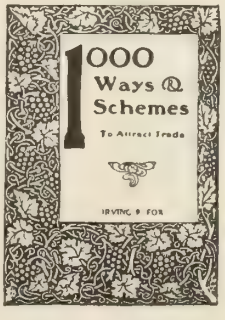
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard, and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary. In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**



All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

The Power of Advertising

in any medium is measured entirely by the strength of the hold of that medium upon its readers.

The Dry Goods Review has won the confidence of its readers by giving unbiased news and ideas of a practical nature to practical men engaged in selling dry goods and kindred lines.

Its readers, who are the best merchants from coast to coast, rely on The Review's information.

Its readers have found it authoritative, helpful, useful and interesting.

Its readers have confidence in the firms and goods advertised in its pages, and are largely guided by announcements contained therein.

The Review is not an experiment, but a trade newspaper of twenty-four years' experience.

The Review originates—it cannot afford to follow. That is the reason you so often hear, "I saw it in The Review."



DRY GOODS REVIEW

Vol 24 No 21

CHRISTMAS MERCHANDISING

NOVEMBER 6th 1912

PUBLISHED : SEMI-MONTHLY

More than thirty-six years' experience in dyeing and finishing fabrics of many kinds for Dry Goods Merchants and Milliners

Many a Dollar Can Be Saved

If you send your off-color fabrics, stocks that are faded and shop-worn, or those that are no longer of popular shade, to these works to be redyed.

We redye and finish them in a manner to make them as new goods from the mill.

In the redyeing, cleaning and recurling of fine plumes we are experts.

R. PARKER & CO.

Dyers and Finishers

TORONTO - - - CANADA

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices :

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.



Rooster Brand

Spring 1913

Soft Shirts

Stock Collars, Ties, Links and French Cuffs, a charming collection of choice fabrics.
Negligee, the most enticing patterns.
Working, high class, best selling lines in Canada.

Summer Clothing

Half-lined Suits—Unlined Suits
Club Coats, in Cream, Cherry, Myrtle, Olive and Brown.
Outing Trousers, Duck, Khaki, Flannel, Homespun, Crash, etc. Riding Breeches and Norfolk Coats.

Automobile Coats

Pyjamas and Nightshirts.
Working Pants, Corduroy, Whipcord, Bedford cord, Khaki, Tweed, Etc.
White Coats Bar Vests Overalls

Robert C. Wilkins Co.

LIMITED, FARNHAM, QUE.

Montreal: 23 Dowd St., - R. C. Wilkins, Jr.
Winnipeg: 63 Albert St., - - T. Whitehead

CHRISTMAS TRADE

BRIGHTEN your stock with lines that will ATTRACT.



ESTABLISHED 1834

UMBRELLAS

Here are a few special UMBRELLAS for LADIES. Packed in individual Boxes with Silk Cases. Three designs in each price: $3.50, $3.75, $4.00, $4.50, $5.00.

FANCY HANDKERCHIEFS

Special Lines Ladies' Embroidered Handkerchiefs, Scalloped or Hemstitched edge, 90c to $2.25 per dozen. Fine Lace Edges, $2.15 to $4.25 per dozen. The very latest Novelties in Irish and Swiss makes, all prices, from 40c to $15.00 per dozen.

MEN'S WEAR

In NECKWEAR, we have an unequalled range, Knitted Ties at $2.25 per dozen, as good as any retailed at 50c. Open End Silk Ties at $2.25.
MEN'S Half Hose, Silk, Cashmere, Lisle and Cotton, in a complete range of Colors, $2.25 to $6.50 per dozen.
DRESSING GOWNS, $4.50 to $10 each.
UMBRELLAS, $4.50 to $60 per dozen.

WAISTS AND UNDERSKIRTS

We have now a complete range of Silk and Net Waists in stock from $12.00 doz. to $3.75 each, also a good range of Satin and Messaline Underskirts, suitable for Christmas trade.

SPRING, 1913

Our Travellers are covering Canada from Ocean to Ocean with the most complete assortment of STAPLES and FANCY GOODS we have ever shown. If you have not already seen our SPRING RANGE, do not place your orders until you have.

"SMALLWARE SALE"

Get your order in quick for your Spring Smallware sale. If you leave it much later, you will pay more money.

GREENSHIELDS LIMITED

Wholesale Dry Goods, Smallwares and Notions

MONTREAL

STIFEL'S INDIGOS

ESTABLISHED 1835

The standard for over 75 years for making Overalls, Uniforms, Shirts and Coats

For the protection of the trade, and in order that all dealers and consumers may know they are getting the genuine Stifel's Pure Indigo, the Mill are now printing their name on the back of all their Indigo Drills, Prints and Denims—the name will appear in dotted lines as the facsimile shown below.

Look for this name → 

on the back of your garments.

TRADE MARK—Copyrighted.

Look for the name—Stifel—in dotted lines on the back of all Indigos in order to be sure you are receiving the best Indigos and the genuine Stifel goods, which have been on the market continuously for over seventy-five years and are recognized by all as the standard of quality.

Your brand is the biggest asset of your business. When you put your label on an overall, the consumer looks to you for the guarantee, not alone of the make and fit, but of the fabric. If your established brand is backed up by the use of Stifel's Indigos with the name stamped on the back, this will be a guarantee that you are giving them the best goods made.

J. L. Stifel & Sons
Manufacturers
Franklin Mfg. Company
Sole Selling Agents
260 Church St., NEW YORK

Sales Offices:

TORONTO 14 Manchester Bldg.	MONTREAL 10 Hospital St.	BALTIMORE: 114 W. Fayette St.	BOSTON: 68 Chauncy St.	KANSAS CITY: 205 DeGraw Bldg.	ST. PAUL, Minn.: Endicott, Bldg.
ST. LOUIS: 426 Victoria Bldg.	NEW YORK: 260 Church St.	PHILADELPHIA: 839 Market St.	CHICAGO: 223 W. Jackson Blvd.	ST. JOSEPH, Mo.: Saxton Bank Bldg.	LOS ANGELES, Cal. 117 Winston St.

TIMELY SUGGESTIONS
for Christmas Buying and Sorting



If you want to sort up your Christmas Stock and secure some attractive values read the following offers—

Then make up an order and mail at once. You will not regret it.

Cottons and Linens

A large variety of patterns in WHITE VESTINGS especially imported for the Christmas trade.

Three special lines of LUNCH SETS, consisting of Tablecloth and half dozen Napkins.

Very Special—Three lines of Bleached Damask, with Napkins to match.

(Just what you want for Christmas selling.)

Fancy Crepes, Art Sateens and Tapestries, etc.

Smallwares for Holiday Trade

Ladies' Fancy Collars, in individual Xmas boxes, $2.25 and $4.50 per doz.

Special No. 729—Gentlemen's tape bordered handkerchiefs, 18 inch, at $4.75 per gross.

Special No. 2—Ladies' fancy embroidered scalloped handkerchiefs at $8.75 per gross.

Ladies' pure linen initial handkerchiefs, No. 804, ½ doz. in fancy box, $2.00 per doz.

Gentlemen's all-linen initial handkerchiefs, ½ doz. in fancy box, $2.25 per doz.

Dress Goods

Our stock of Dress Goods, all the staple lines, is complete for immediate demands.

A good stock of Velveteens and imported Velvets ready for delivery by return.

Sealettes—A wide range at prices from $2.25 to $5.50 a yard.

Odd lots of Dress Goods must be cleared out before stock-taking. These are real bargains, and if you are in the city it will be to your advantage to call and see them.

Xmas Knitted Goods

A splendid line of the popular AVIATION CAPS, at $6.50, $7.50 and $12.00 per doz., also Aviation Wools for making Caps—20 shades.

Gloves—A good stock of Cashmere and Ringwood Gloves. Ask for our special No. 1050, at $2.15 per doz.

Hose—We have a leader in Ladies' Hose at $2.25 per doz. for large sizes. (All sizes from 5 to 10.)

Underwear—We have a complete stock for sorting. Try our special $2.25 line, in white and grey.

We can give immediate delivery on any of the above lines. Write at once to ensure a good selection.

Brophy, Parsons & Rodden Limited
Victoria Square .:. .:. .:. Montreal

Good Times

Good Housefurnishing Business

OUR EXPECTATIONS for next Spring's business have resulted in the largest and most complete selection of Floor Coverings we have ever shown to the trade.

We have already sold more Floor Coverings for Spring than in all of last season's trade. What better recommendation could we offer?

All the newest designs in Seamless Tapestry Squares in all qualities and sizes.

One-Seamed Tapestry Squares in all qualities.

Sizes—$2\frac{1}{4}$ x 3, $2\frac{1}{2}$ x 3, 3 x 3, 3 x $3\frac{1}{2}$, 3 x 4, $3\frac{1}{2}$ x 4, 4 x 4, 4 x $4\frac{1}{2}$.

PIECE GOODS—

Axminsters, Wiltons, Brussels, Tapestries, Wools, Unions and Mattings

SQUARES—Axminster, Wilton, Brussels, Tapestry, Wool and Union.

Oilcloths and **Linoleums** in all widths and designs.



If you have a customer who wants something out of the ordinary, write us for samples.

John M. Garland, Son & Co.

Ottawa - - Canada

Patterns May Come
and Patterns May Go

BUT

Butterick Goes On!
and On! and On!
and Everywhere!

During the Past Four Years the
Total Sale of

Butterick Patterns
Increased 94%

Butterick Works with the Retailer

The Butterick Publishing Company

72-74 Duchess Street **Toronto, Ont., Canada**

Awarded the Certificate of The Incorporated Institute of Hygiene

Established 1791



"The Test of Time."

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge

Horrockses, Crewdson & Co., Ltd.
Manchester and London, England.

A B C CODE FIFTH EDITION

Indents sent direct have special attention. Usual shipping terms.

Telegrams:—
Churchyard, London

Hitchcock Williams & Co

UNDER THE SHADOW OF ST. PAULS

Represented by
MR. A. W. CLIFFE,
who can be communicated with at
The Windsor Hotel, Montreal; The Queen's Hotel, Toronto; Royal Alexandra, Winnipeg; Vancouver Hotel, Vancouver. Our representative carries samples of the latest ranges of **Ribbons, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton, Dress Silks, Velvets, Etc.**

Canadians when visiting London are invited to walk round our warehouse and inspect the above goods, also our showrooms, devoted to Mantles, Costumes, Gowns, Ladies' and Children's Millinery, Straws, Flowers, Feathers, Maids' and Children's Costumes, Underclothing, Curtains, Etc.



Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION.

We offer to yield over 6%

$1,000,000.00

(Of this amount $600,000 has already been applied for and will be allotted in full)

Canadian Cottons, Limited

(Incorporated under the Laws of the Dominion of Canada)

5%

FIRST MORTGAGE BONDS

Dated July 2nd, 1910 **Due July 2nd, 1940**

Denominations, $1,000, $500, $100

Interest payable January and July, at The Royal Trust Company, Montreal, or at the Bank of Montreal, New York, or London, England, at the fixed rate of exchange of $4.86 2-3 to the £1.

Redeemable at any time before maturity at 105 and accrued interest on any interest date upon six months' notice.

Bonds may be registered as to principal only.

Bankers: BANK OF MONTREAL **Trustees: THE ROYAL TRUST COMPANY**

Listed on the Montreal Stock Exchange

CAPITALIZATION

	Authorized	Outstanding.
5% First Mortgage Bonds	$5,000,000	$4,500,000
6% Non-Cumulative Preferred Stock	4,500,000	3,575,000
Common Stock	3,500,000	2,715,500

DIRECTORS

D. MORRICE, President (Director Bank of Montreal; President Penmans, Limited; Director Dominion Textile Co., Limited).

SIR EDWARD CLOUSTON, Bart., Vice-President (Vice-President Bank of Montreal).

C. R. HOSMER (Director Bank of Montreal; President Ogilvie Flour Mills Co., Limited).

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D. MORRICE, Jr. (Vice-President The D. Morrice Co., Limited, Montreal).

A. O. DAWSON (Merchant, Montreal).

A. A. MORRICE (Merchant, Montreal).

From a letter of the President of the Company and the Certificate of Mr. A. H. Plimsoll, F.C.A., we summarize the following salient points of this issue:—

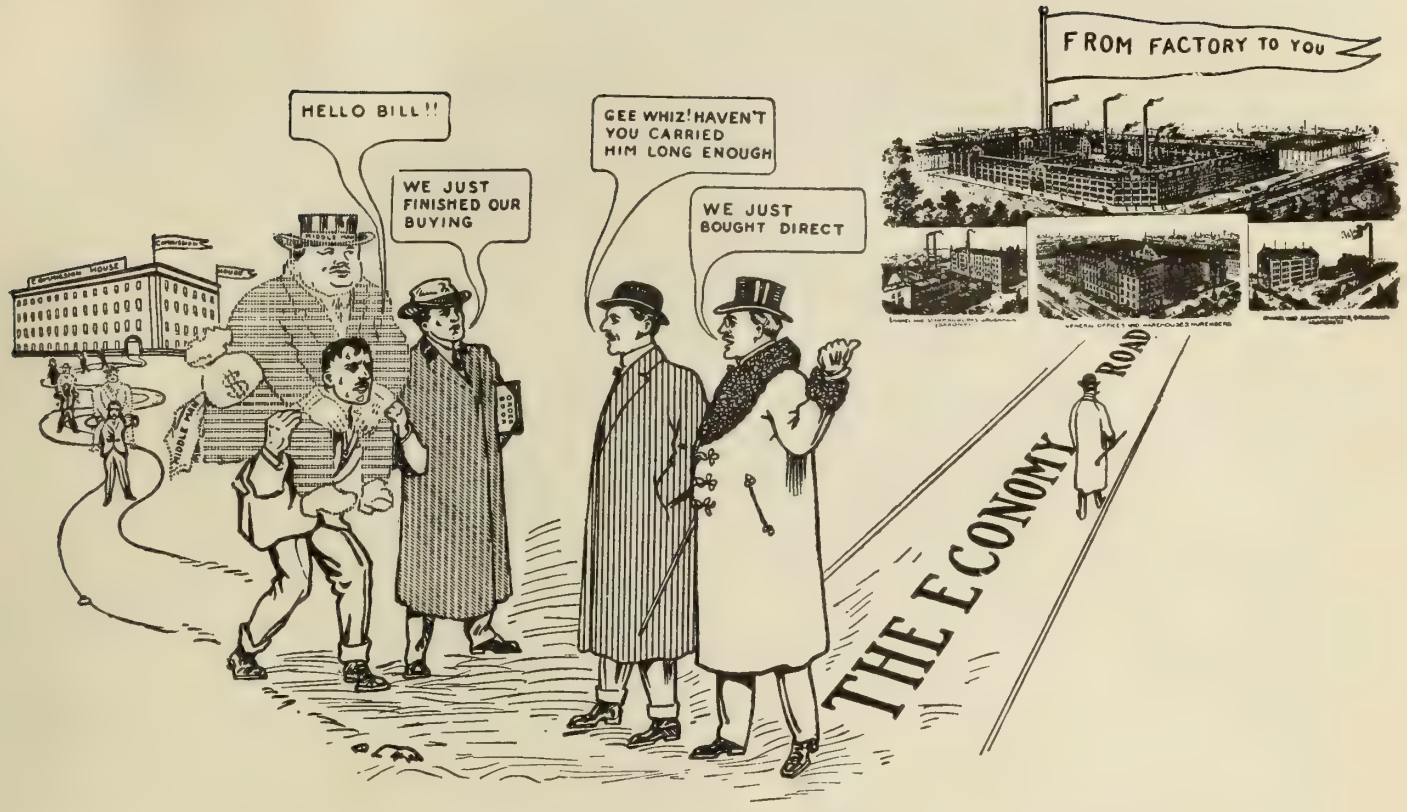
1. The Bonds are secured by a fixed and specific first mortgage and charge upon all the fixed assets of the Company now owned or hereafter acquired.
2. Total Assets, exclusive of Water Powers and Goodwill, amount to over $8,225,000—of which over $800,000 are net current assets.
3. Net profits for year ending March 31st, 1912, after providing allowance for maintenance and depreciation, amounted to $589,977.38, or over 2½ times the Interest on the entire $4,500,000 Bonds outstanding.
4. A Cumulative Sinking Fund of 1% per annum, commencing July 1st, 1913, provides for the redemption of Bonds by purchase in the open market at or under 105 and accrued interest, or by drawings at that rate.
5. The Company makes and supplies practically the entire Canadian market with Awnings, Cottonades, Denims, Shirtings, Galateas, Tickings, Oxfords, Dress Ginghams, Apron Ginghams, Flannelettes, Saxonys, Domets, Cotton Dressgoods, Cotton Blankets, Yarns, etc.
6. The Company owns seven mills, situated at Montreal (1), Cornwall, Ont. (3), Hamilton, Ont. (1), Milltown, N.B. (1), Marysville, N.B. (1), and also a controlling interest in the Cornwall & York Cotton Mills Company at St. John, N. B.

All legal matters relating to this issue have been approved by Hon. F. L. Beique, K.C., Montreal.
Copies of the Trust Deed, Balance Sheet and Auditors' Certificate may be seen at our office.
Descriptive circular and application form will be forwarded upon request.
All applications received will be subject to allotment.

ROYAL SECURITIES CORPORATION, LIMITED

164 ST. JAMES STREET, MONTREAL

TORONTO HALIFAX OTTAWA QUEBEC LONDON, ENG.



Copyright 1911 by John Bing

BING BROS., A. G. NUREMBERG, the largest manufacturers of TOYS and HOUSE FURNISHINGS in the world, beg to invite you to see their exhibition of goods at 381 Fourth Avenue, New York City.

TRADE The Sun Bleaches MARK
"OLD BLEACH"

Not as Long as the Sun Shines on Old Ireland

and the field remains verdant will "Old Bleach" Linens be bleached to their snowy, soft whiteness in any other way than by the process employed by the natives hundreds of years ago.

This process is nature's way. The linens are spread on the green sward, dampened by the morning dews and bleached by the tempered rays of the sun. This process alone leaves the fabric uninjured by chemicals, pure white and soft, with all the life and wear of the natural linen.

"Old Bleach" styles lead the world for dainty exclusiveness. "Old Bleach" Linens bring profit to the merchant.

R. H. COSBIE, LTD.

IRISH LINEN AGENCY

30 WELLINGTON STREET WEST - - TORONTO

Please mention The Review to Advertisers and Their Travelers.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

EDITOR Dry Goods Review.—Where can we obtain samples of men's suitings and overcoatings in Toronto?

* * *

Write Nisbet & Auld, 34 Wellington St. W., Toronto; Hayes & Lailey, Toronto; W. R. Brock Co., Toronto; John Fisher, Son & Co., McKinnon Bldg., Toronto; Mark Fisher Sons' Co., Toronto. These are woolen houses. If you mean by "samples" the swatches and forms which made-to-measure clothing firms send out to their representatives, we would suggest that you write such firms as the Art Tailoring Co., Toronto; John Dawson, Ltd., Toronto; Leishman & Co., Toronto; Randall & Johnston, Ltd., Toronto; McAlpine-Richardson Co., Toronto.

Editor Dry Goods Review.—Where can I buy the cheaper grade of graniteware such as is sold in the 5, 10 and 15-cent stores, as I want to specialize on 10 and 15-cent goods?

* * *

Would suggest that you write the following firms describing your requirements: The McClary Mfg. Co., London; Sheet Metal Products Co., Toronto; The Thomas Davidson Mfg. Co., Montreal; A. Aubrey Fils, Montreal; Butler Bros., Chicago; Asher & Lecson, 42 Colborne St., Toronto.

Editor Dry Goods Review.—Could you give me the names of any firms who would make up chewing gum in large quantities with a name of my own on it?

* * *

Write the following firms explaining your proposal in detail: Autosales Gum & Chocolate Co., Atlantic and Hanna Sts., Toronto; Canadian Chewing Gum Co., 405 Logan Ave., Toronto; Lee Chewing Gum Co., 191 Adelaide St. W., Toronto.

Editor Dry Goods Review.—Please give us the name of a good firm in Toronto which manufactures and sells large mirrors and plate glass.

* * *

Queen City Glass Co., 243 Victoria St., Toronto; Pilkington Bros., Ltd., 19 Mercer St., Toronto; Toronto Plate Glass Importing Co., Don Roadway, Toronto.

Editor Dry Goods Review.—Where can we buy wool batts in one-pound packages for comforters?

* * *

From Robert Henderson & Co., 181-183 McGill St., Montreal; Smith Mfg. Co., Ltd., 221 Front St. E., Toronto.

Editor Dry Goods Review.—Where can we buy collegiate cadet uniforms?

* * *

From Miller Mfg. Co., 251 Mutual St., Toronto.

Editor Dry Goods Review.—Can we buy in Toronto canvas shaped coat forms for the fronts of coats?

* * *

Try the Toronto Pad Co., 569 Queen St. W., Toronto.

Editor Dry Goods Review.—Please give us name of wholesale firm keeping full stock of D. M. C. crochet cotton in balls.

* * *

Hambly & Wilson, 77 Wellington W., Toronto.

Editor Dry Goods Review.—Where can we buy men's, women's and children's suspenders and garters?

* * *

From C. H. Westwood Mfg. Co., 74 Wellington W., Toronto; The King Suspender Co., 68 Adelaide St. E., Toronto; Canadian Suspender & Mfg. Co., 24 Dalhousie St., Toronto; Berlin Suspender Co., Berlin, Ont.; Halls, Limited, Brockville.

Editor Dry Goods Review.—Where can we obtain a type catalogue which could be used as a guide to type faces and sizes in writing advts.?

* * *

If the local printer cannot make one available to you, we would suggest that you write the Toronto Type Foundry Co., 70 York St., Toronto, or Miller & Richard, 7 Jordan St., Toronto.



Quicken Your Service

Modern stores cannot afford to have aisles crowded with impatient customers. People demand quick service. They do not excuse *old methods*.

With National receipt-printing registers in small purchase departments, change is made instantly. There is no waiting for money to return from some distant part of the store. There are none of the old delays or mistakes.

Your customers are satisfied, your sales-people can sell more goods, and *you can make more money*.

Ask us to send our representative to study the needs of your store.

Write for Free Booklet.

The National Cash Register Company

285 Yonge Street, Toronto. **Canadian Factory: Toronto**



A costume of Khaki English Mohair, Khaki shade by Redfern of Paris.

Your Dress Goods Department should **never** be without a good showing of

ENGLISH MOHAIRS

GUARANTEED BY THE

Their time is **all-the-time.** Mohair skirts and Mohair suits serve good **style** and good **sense** every day in the year.

But be sure to buy the Mohairs that net you and your trade the maximum amount of satisfaction; be sure to buy the Mohairs that will sell in largest volume and earn the greatest profits for your store. In a sentence—buy English Mohairs that are

GUARANTEED BY THE B.D.A.

English Mohairs, guaranteed by the B.D.A. are always in line with Fashion's latest movement. If you haven't already seen the new shades and patterns a pleasant surprise is waiting for you. See your wholesaler **now** about English Mohairs—Guaranteed by the B.D.A.

The BRADFORD DYERS' ASSOCIATION, Ltd.
of Bradford, England

Handsome little style book sent on request. Address American Bureau of B.D.A., 235 West 39th Street, New York

Don't envy the merchant whose pattern sales are increasing.

Carry Standard Patterns yourself

Standard Patterns mean pleased customers for you. Carry the "Patterns that give satisfaction."

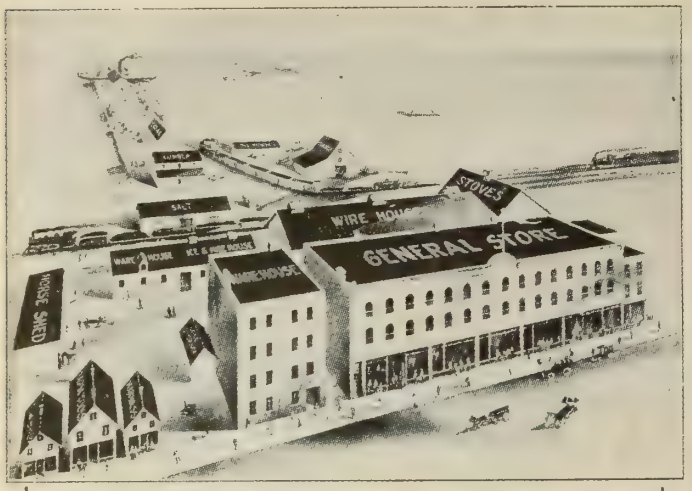
Ask us about our agency plans.

Standard Fashion Company
12-14-16 Vandam Street
New York

Convenient Branch Offices

San Francisco, 609 Mission St. Toronto, Ont., 68 Duchess St. Boston, 105 Chauncy St.
St. Louis, 1629 Washington Ave. Chicago, 205 West Monroe St. Atlanta, 82-84 North Broad St.

The Island's Biggest, Best and Busiest Store



To P.E. Island Merchants Particularly

The Maritime Merchant that wants to increase his sales and decrease his losses will select goods in sympathy with the environment of the people.

Buy from a wholesale house that has made a study of the requirements of the people and a success of retailing.

Do not place for Spring, 1913, until you see our samples and get our prices. We are in a position to save you money.

R. T. Holman, Ltd.
Summerside

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants
181-183 McGill Street, MONTREAL
James Stanbury & Co., Toronto

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

British America Assurance Company

A.D. 1833
FIRE & MARINE
Head Office, Toronto

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James Kerr Osborne, Z. A. Lash, K.C., LL.D.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager.

CAPITAL - - - - - - -	$1,400,000.00
ASSETS - - - - - - -	2,061,374.10
LOSSES PAID SINCE ORGANIZATION	35,000,000.00

The NEW "Bayonet" Point Safety Pin!



Made in England

Note the Triangular POINT!



Will Pierce the Stiffest Material With Ease

OF ALL THE BEST JOBBING HOUSES

BRITISH AMERICAN DYEING CO.

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED

MONTREAL TORONTO OTTAWA QUEBEC

WESTERN ASSURANCE . . COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

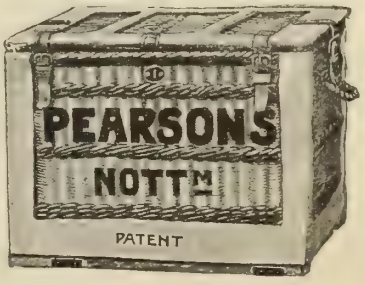
Assets over - $3,570,000.000

Losses Paid Since Organization of the Company, over - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

PEARSONS' BASKET FACTORY, NOTTINGHAM ENG.

92 Years Experience



PATENTED HARD-WEAR PROTECTORS.

THOUSANDS IN USE IN ALL COUNTRIES

WATER PROOF INDESTRUCTIBLE

BEST VALUE OBTAINABLE

ILLUSTRATED CATALOGUE FREE

Please mention The Review to Advertisers and Their Travelers.

Handkerchiefs for Xmas Trade

We carry an immense assortment of staple lines in all grades of Lawn and Linen, the values of which cannot be surpassed. We have everything you can want in Handkerchiefs, but only enumerate a few of the leaders.

Selected Linen

Ladies' H.S. Lawn at 25c, 30c, 37½c, 45c, 60c, 65c, and 75c doz.

Men's H.S. Lawn at 45c, 60c, 75c, 85c, $1.25 doz.

Ladies' H.S. Linen at 90c, $1.10, $1.25, $1.50, $1.80, $2.00, $2.25, $3.00, $4.00 doz.

Men's H.S. Linen at $1.10, $1.25, $1.35, $1.50, $1.80, $2.00, $2.25, $2.75, $3.10, $4.50 doz.

Ladies' Cord Bdrs. H.S. Lawn (Novelties), at 45c, 75c, 85c doz.

Men's Cord Bdrs. H.S. Lawn (Novelties), at 90c, $1.10, $1.25, $1.50, $2.00 doz.

Initial Hdkfs. for Ladies or Gents (Linen), in ½ doz. fancy boxes, $2.25 doz. Hdkfs.

Initial Hdkfs. for Ladies, Assorted Initials to box of 5 doz. (Lawn), 85c doz.

Excelda Hdkfs., plain, fancy or Initial, from $10.20 gross up to $2.00 doz.

Ladies' Embroidered Handkerchiefs

Lot A, 80c. doz., $9.00 Gross, very special, Embroidered Corners, H.S.

S.T.26, Mac, Leader, 90c. doz., Embroidered Corners, H.S. and Scalloped edges.

L.A.	95c doz.	H.S. and Scalloped.
L.B.	$1.10 "	Scalloped.
Cracker	1.20 "	H.S. and Scalloped.
L.C.	1.25 "	Scalloped.
S.T. 19	1.35 "	H.S. Embroidered Corners.
Outline	1.40 "	H.S. Scalloped.
S.T. 20	1.50 "	H.S. Embroidered Corners.
S.T. 21	1.80 "	H.S. Embroidered Corners.
Eye Opener	1.80 "	H.S. and Scalloped.
K.E.	2.00 "	Scalloped.
Quarter HO.		H.S. and Scalloped.
S.T. 22	2.25 "	H.S. Embroidered Corners.
S.T. 23	2.25 "	H.S. Embroidered Corners.
S.T. 24	2.25 "	H.S. Embroidered Corners.
K.G.	2.25 "	Scalloped.
K.F.	2.25 "	Scalloped.
K.O.	2.25 "	Scalloped.
Catcher	2.25 "	H.S. and Scalloped.
K.H.	3.00 "	Scalloped.
K.J.	3.50 "	Scalloped.
Beauty	4.25 "	H.S. and Scalloped.
Select	4.50 "	H.S. and Scalloped.
K.L.	4.50 "	Scalloped.
K.M.	6.50 "	Scalloped.

Ladies' Fancy Boxed Christmas Handkerchiefs

No.	Kind	Price doz. boxes.
T. 430	¼ H.S. Lawn to box	$2.00
T. 431	¼ H.S. Lawn to box	2.25
T. 433	¼ H.S. with bottle of scent	2.25
T. 434	¼ H.S. Lawn to box	3.50
T. 432	¼ H.S. Lawn to box	4.50
T. 400	¼ H.S. and cord borders to box	4.50
T. 401	¼ H.S. Lace Edge to box	4.50
T. 402	¼ H.S. Embroidered corners to box	5.10
T. 403	½ doz. H.S. Lace and Embroidered to box	5.40
T. 404	¼ doz. H.S. Lace and Embroidered Corners to box	5.40
T. 436	¼ doz. H.S. Lawn, Note Book	6.00
T. 405	¼ doz. H.S. Embroidered Corners	7.80
T. 406	¼ Ladies' H.S. Lace and Embroidered to box	9.00
T. 407	¼ Embroidered Corners to box.	9.00
T. 408	¼ Embroidered Corners to box.	9.00
T. 409	4-12 Embroidered Corners to box	12.00
T. 410	¼ Lace Edge, to box	12.00
T. 411	4-12 Embroidered Corners to box	12.00
T. 412	4-12 Embroidered Corners to box	13.50
T. 413	½ Lace Edge and Embroidered Corners	18.00

Printed Bordered Silk

	doz.
B. 10	$2.25
B. 20	2.25
B. 50	4.00
B. 60	4.00
B. 80	4.00
B. 120	4.00
B. 130	4.00

Silk Handkerchiefs

	doz.
100 Plain H.S. Silk	$2.25
300 Twill H.S. Silk	4.50
400 Twill H.S. Silk	4.50
500 Twill H.S. Silk	6.50
110 Silk Initials	2.25
410 Silk Initials	4.50

1,000 Dozen Swiss Embroidered Handkerchiefs.

First-class Seconds.

Just the thing for Bargain Counters and Snap Baskets

Brocade Silk Handkerchiefs

	doz.
103	$3.50
101	4.50
104	4.50
105	4.50
106	8.00

Ladies' Lace and Embroidered Silk Handkerchiefs

No.	Price doz.
W57—Special	$6.50
W62	6.50

Order early before stock gets broken and save you and ourselves disappointment.

Children's Illustrated Picture Handkerchiefs

T. 443	Nursery Rhymes	17½c doz
T. 444	Nursery Rhymes	18½c "
T. 445	Sailor's Hornpipe	18c "
T. 446	Nursery Rhymes	25c "
T. 447	Nursery Rhymes	25c "
T. 421	Children's Games	25c "
T. 422	Children's Games	25c "
T. 423	Cycling	25c "
T. 424	Fancy Pictures	30c "
T. 425	Fancy Pictures	30c "
T. 448	Santa Claus	35c "
T. 449	Tom Brown's School Days	35c "
T. 450	Boy Scouts	35c "
T. 451	Flying Machine	35c "
T. 439	Fancy Colored Borders	45c "
T. 440	Fancy Colored Borders	65c "
T. 441	Fancy Colored Borders	75c "

Children's Fancy Christmas Box Handkerchiefs

No.	Kind.	Price doz. boxes
	Fairy Tale—¼ doz. H.S. Lawn Handkerchiefs to box	$1.25
	Lucky Charm—¼ doz. H.S. Lawn Handkerchiefs to box	1.80
	Noah's Ark—¼ doz. H.S. Lawn Handkerchiefs to box	1.80
P. 5206	—¼ doz. Illustrated Golliway Handkerchiefs to box	1.80
P. 5330	—¼ doz. Illustrated Nursery Rhymes Handkerchiefs to box	1.80
	Deep box—¼ doz. H.S. Lawn Handkerchiefs to box	2.00

Men's Fancy Christmas Boxes

No.	Kind.	Price doz. boxes.
T. 435	½ doz. Men's H.S. Lawn, to box	$5.10
T. 312	½ doz. Men's H.S. Lawn, to box.	8.40
T. 437	½ doz. Men's H.S. Corded Borders to box	9.00
T. 438	½ doz. Men's H.S. Lawn to box.	10.80 per box
T. 306	½ doz. Men's H.S. Pure Linen	1.20
T. 315	½ doz. Men's H.S. Pure Linen	1.80

Ladies' Lace Edge Handkerchiefs

No.	Price doz.
Belfast	35c
Cork	55c
A.P. 21	65c
A.P. 22	75c
A.P. 23	85c
A.P. 24	$1.25
T. 357	1.50
T. 359	2.10
T. 360	2.25
T. 361	2.25
T. 362	2.25

THE W. R. BROCK COMPANY, LIMITED

Wholesale Dry Goods, TORONTO

Please mention The Review to Advertisers and Their Travelers.

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. November 6, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

PUBLISHERS DRY GOODS REVIEW.

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FRANCE—
Paris - - - - - - - Desbarats Advertising Agency 1 Rue Rossini

SUBSCRIPTION PRICE:

Canada, Great Britain, South Africa and the West Indies - - - - - - - - - - $2 a year
United States - - - - - - - - - - $2.50 a year
Other Countries - - - - - - - - - $3 a year
Single Copies - - - - - - - - - 10 cents
Invariably in advance.

The Don't-Want-to-be-Bothered Clerk

INATTENTION and lack of interest on the part of clerks, to the wants of customers, is one of the biggest problems that the retail dealer has to face to-day. A lot of business is lost by merchants through careless or listless clerks and though many systems have been tried, to provide for customers being properly looked after, there has apparently not yet been devised a way to make a clerk of the don't-care type take the interest in their employer's affairs that they would in their own.

It goes without saying that there are thousands of hard-working conscientious clerks who take the same interest in trying to please customers as they would if the store were their own. They are the kind that get ahead. But it must be admitted that there are all too many of the other type, the don't-want-to-be-bothered kind.

* * *

Just to cite a few instances to illustrate the type: A lady went into a certain store in Montreal recently and approaching a young lady clerk at the toilet goods department asked if they had a certain brand of tar soap. The clerk was engaged in conversation with another clerk and at first paid no attention but went on talking. The customer repeated the question, to which the clerk at length vouchsafed the reply, "Yes, we have it."

"How much is it?" inquired the customer. The clerk paused just long enough to snap out (and snap is the proper expression), "ten cents," and went on talking to her companion. By this time the customer had lost patience and she left that store and went to another where she got what she wanted from a clerk who was more interested in making sales. It is doubtful if that customer ever again visits that store for she got the impression that their salespeople are careless and discourteous.

* * *

Another instance that illustrates the difference in clerks in the same establishment. A lady bought a child's dress. As she was not sure of the size she asked if she might change it if the size was not right. The clerk readily assented and when the lady later brought the dress back to get a smaller size, the clerk she had bought it from was absent. She explained the circumstances to another clerk but was informed that she would have to see the clerk from whom she purchased the garment. Two other clerks in the department were appealed to with the same result. Finally after waiting almost half an hour for the

clerk from whom she bought the dress she had the exchange made. This clerk expressed regret that she had been kept waiting so long, as she said any one of the other clerks could have changed it. The other clerks occupied the time that the lady was waiting in talking and laughing together, which did not tend to make the customer any more kindly toward them.

* * *

It is almost impossible for a proprietor or a floorwalker to keep an eye on all the clerks all the time and it should not be necessary. Clerks should have enough pride in their work not to need constant surveillance to keep them looking after their employer's interests, but unfortunately many of them do need watching, though as already stated there are a great many who are faithful.

Causes of Delayed Deliveries

COMPLAINT about late deliveries has become almost chronic with dry goods dealers and a multitude of reasons are assigned as the cause. This year there has been a small proportion of placing orders received on time, according to the reports of retailers and jobbers, and much inconvenience has been caused, if not actual sales lost.

Manufacturers, in the main, ascribe the scarcity of labor and the late placing of orders as the principal reasons why they cannot get the goods out in the time allowed.

Retailers naturally prefer not to stock up too heavily on certain lines or to place orders too far ahead, and provided they can get proper deliveries by waiting they cannot be much blamed for this attitude. Experience shows, however, that in holding off unreasonably they do not get prompt deliveries or the class of goods they most require. The manufacturers complain that they are being made to carry the stock and they are not disposed to take all the chances of making up goods with the possibility of the trade demanding something different from what they have made up. There is thus a tendency for the manufacturer to make up just as little as possible during the slack season until he is sure what is going to be wanted. When he does find out just how things are shaping and orders begin to come in he has to work at top speed in an endeavor to turn out the required amount of goods. In most cases he cannot hold the pace and orders are gradually farther and farther behind.

The only way to overcome this state of affairs, say the manufacturers, is for the retailer, so far as he finds it reasonably possible, to order earlier from the jobber so that the latter can give the manufacturer something to work on. Whether this will be done or not as trade develops remains to be seen.

Of course, the fact must not be lost sight of that Canada is growing at a remarkably rapid rate and that there is a big increase in the demand for all classes of goods every year. The manufacturers are trying to keep pace with this increasing population by building large additions to their factories. New factories are frequent occurrences and all points to the steady growth of the country.

Evidences of Growth

A REPRESENTATIVE of the Review recently called upon twenty retailers in four prosperous towns of Western Ontario. While it was found that weather conditions had not been as favorable as last year, fall business had opened up fairly well. An improvement over the same period of last year was noted, due in some cases to better crops and in others to industrial development or both. The problem with the agriculturist has been the scarcity of help. This, coupled with slow maturing conditions, kept important work back two weeks or more.

The general tone in the towns visited, however, was one of optimism. In very few cases was there an evidence of constitutional discontent. The retailer, it cannot be denied, is concentrating his effort wherever possible with the object of getting the most out of it. Careful buying, a persistent inspection of stocks with the object of weeding out those for which demand is slow or unprofitable, and the adoption of those that are better calculated to meet the buying intelligence of customers are the basic principles.

This, in fact, is an outstanding feature in retail merchandising—the increasing knowledge of the customers on matters pertaining to style and its essentials and the assertion of an individuality in selection. This change necessitates, for one thing, most skilful salesmanship. The salesman who knows his business is the man who is holding the best position in dry goods stores to-day, and the man most sought for.

Probably of all departments, the ready-to-wear section is having the greatest development, and here, too, the tendency is to proceed carefully. Not that merchants are slow to grasp the opportunity created by high standards of style and workmanship, but the idea is to safeguard against accumulation and to emphasize tone and exclusiveness. Clean stocks, quick turnover, positive profits, are the terms that apply most definitely to dry goods business to-day, no matter what the department.

It has been an excellent coat season. The vogue of the large separate coat in cloths of the reversible, chinchilla, zibeline and heavy diagonal order, is having one of its best seasons. Garments for children are also being much more extensively handled.

Merchants are adopting a level-headed policy in the matter of advertising. There is more thoughtful advertising, and more resultful, appearing in the local papers to-day than ever before. The retailer too is applying display to good advantage and few special features are launched via the sale route unless they have a well-planned purpose and add to the reputation of the business.

Time for Scolding is Past

A NEWSPAPER in a prosperous Ontario town points out that "mail order business, insane speculation and the trek to the West are the three great influences which are sapping the life out of the rural sections of Ontario," and proceeds to paint a picture that is somewhat gloomy. It calls upon the rural population to support the local dealer.

The article suggests the visit that a well-meaning agitator paid to a level-headed merchant with the object of denouncing the evils of the mail order house. After the visitor had eased himself of vigorous arraignment of the mail order houses, the merchant calmly said to him: "What you say is very beautiful, but if you try the same thing on every merchant in this country you'll have them all panic-stricken. The mail order houses are probably doing a legitimate business. What is necessary is convincing salesmanship, the presentation of practical facts that will appeal to the people. The merchant can do more in a quiet way to educate customers in the advantages of home buying than this tirade of yours would do in years. Impassioned denunciation is only going to advertise the mail order houses."

It is too late now for general arraignment. What the newspapers and people who have the interests of retailers at heart can do is to co-operate with the merchant in giving the people practical facts. The local retailer can recall instance after instance on which he has found it possible to demonstrate his claim on his people's patronage. These cases could be described in such a way as to avoid all possibility of reaction and at the same time make the people familiar with the inwardness of competitive values. The public will not be driven, but they appreciate convincing information. They have become so used to the general tirade that its work is negligible. The average merchant can supply his newspaper with some interesting reading matter about relative prices and there needn't be a line of advertising about it. Another thing that the newspaper can do is to so arouse the interest of loyal people that they will not hesitate to talk of the advantages of home buying whenever the opportunity arises.

The Passing View

A merchant in Western Ontario adopted the cash basis when he started in business thirty-four years ago. Wise people predicted his finish in six months. He is still taking his cash discounts.

* * *

Predestination does play some curious pranks. Here is an Austrian who was a cattle buyer in his own country, and who, on coming to Canada, launches out as a retailer of ready-made garments. He says his net profit is about $5,000 a year.

* * *

A buyer for one of the largest stores in America declares that it was through over-buying that he learned the capabilities of his department. In working out of the mistake of his first buying trip, an unprecedented sales record was established but the business was done at a loss. The department, however, occupied a stronger position with the people and the succeeding year the buying fault was rectified. The page of the first year was turned over and the buyer encouraged to begin anew. He applied the lessons of that first year with the result that his merchandising was done along broader and better lines. The cloud had a silver lining. It is a disaster indeed that has nothing really good behind it.

FEATURES OF THIS NUMBER

The Review's Information Bureau.

Men and Methods:—Merchants discuss trade-pulling plans and profitable systems in management of business.

Reducing stocks via the remnant route.

Closing the books for the year.

Good advertising for the Christmas season with estimated cost of suggestion catalogues.

Fabric Section—with forecast for Fall, 1913. Likely effects of cotton advance discussed.

Dress Accessories. Tendency in neckwear vogue. Novelty lines for Christmas selling.

Furs—Present season's influence upon next season's style situation.

Art of Display—Broader merchandising for the Christmas season.

Closing the Books—Annual Statement

A criticism of the trading and profit and loss accounts as published in the September Mid-month number of the Review — The capital and the turnover

(By H. R. Wellington)

WHAT percentage of your sales is your net profit on each department? Has your stock increased or decreased? For the amount of capital involved are you doing sufficient business? Is the percentage of net profit sufficient?

These are pertinent questions which every merchant should ask when an annual statement is being criticized, as steps can usually be taken to stop a leak before it is too late.

The annual statement of the merchant whose accounts were shown in the issue of September 15th would appear somewhat as follows, arranging the most realizable assets first in order:

ANNUAL STATEMENT.

Assets.

Cash on hand and in bank	$ 750	
Accounts receivable	2,800	
Stock on hand	16,100	
Unearned and prepaid items	400	
Sundry stocks of supplies, etc.	150	
Equipment and furnishings	900	$21,100

Liabilities.

Accounts and bills payable	4,835	
Capital account	$11,500	
Profit for year	4,765	16,265 21,100

With a capital involved of $11,500 at the first of the year, a business of $33,860 has been done, which would indicate a turnover of capital three times a year. If this can be done, and a fair profit made on the turnover, guarding against losses which eat into the profits, the business is in a very satisfactory condition.

Some merchants turn over their capital four times a year, but as a rule, they work on smaller margins and this will not work out in most ventures.

Percentages.

Dept. A—Salaries ... $1,500 or 36.9% of gross profit.
Expenses . 650 or 16% of gross profit.
Prop. gen. exp. 400 or 9.84% of gross profit.
Gross Profit $4,065

Dept. B—Salaries ... $2,800 or 41.8 % of gross profit
Expenses . 1,000 or 14.9 % of gross profit
Prop. gen. exp. 600 or 8.95% of gross profit
Gross Profit $6,700

Dept. C—Salaries ... $2,600 or 37.14% of gross profit
Expenses .. 1,200 or 17.14% of gross profit
Prop. gen. exp. 400 or 5.71% of gross profit
Gross Profit $7,000

By comparing the percentages of each expense item with the gross profit of each department you will notice that the result is fairly satisfactory.

In the case of department "A" we sold $8,560 worth of goods with a net profit of $1,515, or 17.7 per cent.

In department "B" we sold $12,300 worth of goods with a net profit of $2,300, or 18.7 per cent.

In department "C" we sold $13,000 worth of goods with a net profit of $2,800 or 21.5 per cent.

The latter department shows the highest percentage of net profit and the lowest percentage of expenses. Besides, the sales of department "C" are the largest in the store.

Sometimes a department will show big sales, but the expenses are so large as to wipe out all the gross profit. Then, again, the sales may be small but the margin of gross profit so large as to take care of all expenses and still show a good net profit.

A good deal depends upon the nature of the goods, the class of help employed, the location in the store and the space occupied.

If a department should show a loss, several things must be considered:

Is it possible to reduce the expenses?

Is it possible to increase the selling prices?

Is it possible to increase the volume of sales without materially increasing the expenses so as to make a greater gross profit?

If none of these things are possible, is this department necessary or helpful to the business in general, and should it, for that reason, be continued?

Should Help Municipal Up-keep

F. Abbot, dry goods merchant, Meaford, is of the opinion that mail order concerns should be subject to government regulation. "If the people of Meaford and vicinity send away $15,000 every year to these concerns, it is unreasonable to expect the local merchant to view the matter with equanimity. He pays a large share toward the up-keep of the town, while his outside opposition pays nothing for the privilege of trading here. A tax of some kind should be imposed and this distributed among the municipalities would at least help to equalize conditions."

Of his twenty years in business, Mr. Abbot states that the first half was less strenuous than the last. The local merchant then had a clear field.

NEW SAMPLES OF

PRINTS, GINGHAMS

and

WASH GOODS

are coming your way.

Say when you want to see them. A card brings the traveller.

THE W. R. BROCK COMPANY (Limited)

Montreal

Please mention The Review to Advertisers and Their Travelers.

MEN & METHODS

What merchants are doing to develop their business and manage it to advantage — Distributing overhead costs according to departments — Trade needs practical man and educative campaign states one merchant — Collingwood store arranged for ready-to-wear specializing

Distributing Overhead Costs

Owen Sound firm adopts system for this important detail—Each department charged with goods which it carries — Bonus paid to staff on year's net profits.

When McKay Bros., Owen Sound, were about to remodel their store front and interior they despatched one of their number, R. G. McKay, on a tour of Western Ontario with the object of obtaining suggestions on arrangement from stores in other places and from the information thus obtained to work out a plan best suited to their purposes. They had their own ideas in the matter but appreciated the fact that other good features were embodied in the progressive stores of neighboring centres.

The result is that the McKay store, which has a depth of 150 feet and a width of 32 feet 6 inches, has a very attractive interior appearance and an excellent display front. There are two light-wells and a flood of light distributed by means of prism glass over the display windows. By this means there is an equal diffusion in all departments. The fact that the interior is entirely finished in white makes the lighting still more effective. There is a large window about 10 feet deep and 6 feet high on either side of the entrance. They are of the boxed type, in light oak finish and at present neat velour curtains on brass rods are used for background.

The McKay brothers believe that if a business is worth running, every detail should be subject to system, not too laborious, but one that will account accurately for all of the important phases of the enterprise. The store is therefore divided into fourteen departments, each of which is indicated by a letter. Against each of these departments is charged a certain proportion of the overhead expenses. Thus dress goods, which has a position near the front, is charged with 12½ per cent.; ready-to-wear garments, a large section in the rear of the store, bears 20 per cent. and so on. All goods received in stock are charged against the departments to which they belong, and regularly the manager of each receives a statement from the office showing the exact standing of that particular section, amount of goods bought to date and the sales, also the statistics of the same period in the preceding year. In this way the department managers know exactly where they are at, what they are doing, how much ahead of last year or how much behind. All of this information is tabulated in the office, which is in charge of R. G. McKay, who also looks after the ready-to-wear section. The firm have also adopted the plan of paying a bonus to each department of 10 per cent. on the net profit shown by it during the year.

Mr. McKay states that on opening their store seven years ago, they operated on what is practically a cash basis, the number of accounts carried representing only about five per cent. At stock-taking, early in January, goods are taken in at present value. The business is credited with its cash discounts and the cost of doing business, including all overhead expenses and salaries, is about 14 per cent.

Three or four times a year the firm hold remnant sales, when the tables in the centre of the store carry special displays of goods ticketed with the remnant yardages and price, and the advertising emphasizes these features.

Every department contributes to these sales and they still further never fail to attract the people to say nothing of their effect in keeping up the care of the stock. Probably the largest event of the year is the anniversary sale, held December 7, for which event leaders are selected and played up in the display windows and advertising to good purpose. The whitewear sale is held in February, which is regarded as the more suitable month since the event does not then detract people too soon from midwinter buying.

Four brothers constitute this enterprising firm and each one is a worker, taking charge of departments and otherwise as sub-managers devoting their energies to the development of the business. Their store was remodelled about one year ago, when it was given greater width by the removal of a side stair passage. The office has a mezzanine floor on which is the manager's private desk. The second floor of the store is now used largely for reserve stock, and contains an alteration room for the ready-to-wear de-

partment. This floor affords excellent facilities for the expansion of the business and will evidently be employed for that purpose at no very late date.

With the object of uniformity as well as neatness, a special label with a large letter "M" in the centre is being applied to all of the stock boxes on the shelves.

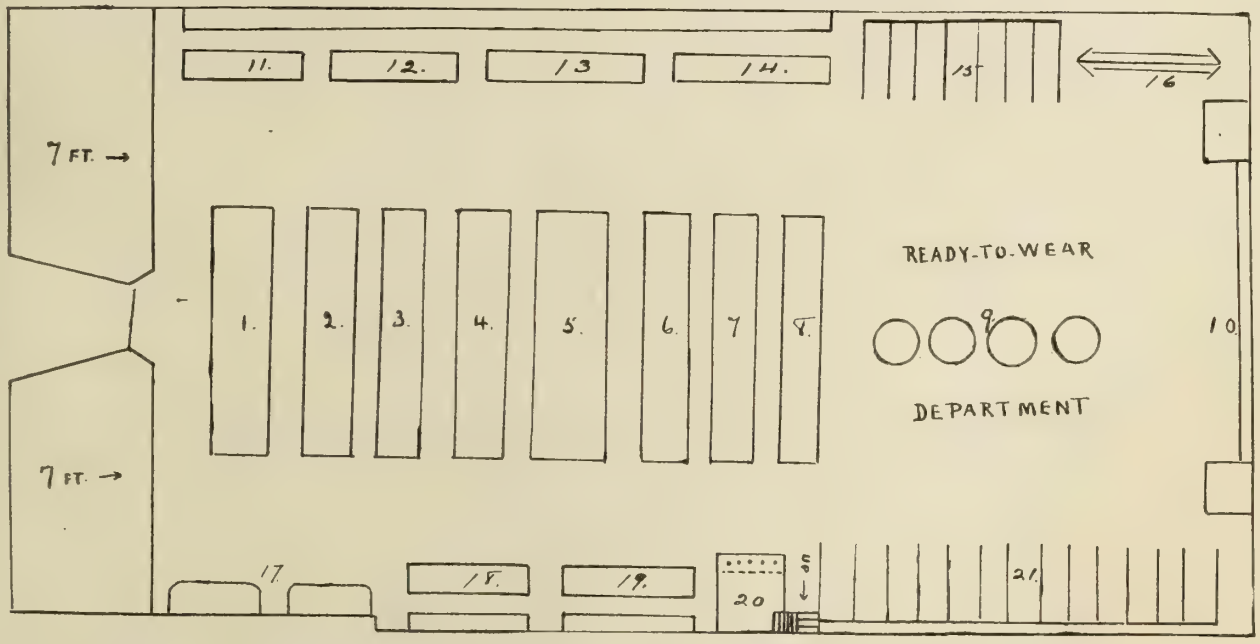
Every Article Well Displayed

The idea that has been worked out in a notable way by Qua & Patterson, Collingwood — Smooth-running system.

If an article is worth selling at all, it is worth displaying in an attractive way. That is the advertising creed of Qua & Patterson, Collingwood, and it finds expression not only in the arrangement of their store and windows but also in their newspaper space where snappy descriptions are supplemented with cuts.

The store has a frontage of 28 feet and a depth of 150, 40 feet of which is occupied by a ready-to-wear department. The latter is being strongly specialized. The front and interior of the store are painted white, and most of the fixtures are similarly treated. Along the top of the shelving are incandescent lights, eighteen inches apart, which, combined with high-power gas lamps, give the interior a brilliant appearance at night. In the centre of the store are special display tables for blouses, tailored waists, knitted goods, children's dresses, dressing jackets, etc., each section being designated by garments placed on display rings above the respective tables. In the centre of the main floor is a smallwares fixture containing 160 receptacles, each having a neat price label.

While the firm do not handle dress fabrics they have arranged their pattern case in such a way as to obtain good advertising therefrom. In the space underneath the elevated office the pattern case is located. It is equipped with a ledge table on which are placed various fashion journals and there are five or six seats for the accommodation of customers. Thus they can consider styles at their leisure.



Floor plan of the Qua & Patterson store, Collingwood, in which ready-to-wear garments are strongly featured:

1. Glass case containing children's bonnets and fancy accessories.
2, 3, 4. Tables displaying tailored waists, dressing jackets, kimonas and golf jackets.
5. Smallwares case containing 160 bins, each with distinct price label.
6, 7, 8. Whitewear, flannelette wear, children's jackets, etc.
9. Circular racks containing misses' and children's coats, also silk underskirts.
10. Large mirror with cases on each side containing evening dresses. Large prism windows on this side flood the department with light.
11. Glass-topped counters with drawers. Neckwear, glove and ribbon department.
12, 13. Hosiery, veiling nets, combs, hair goods. Jewelry is carried in a special square case at one end of a section.
14. Corset section in special shelving 2 feet deep; counter covered with green baize.
15. Racks, with arms four feet long, made of piping, pointed to match the general effect. Used for coats, dresses, raincoats.
16. Special skirt rack.
17. Display shelving for fancy articles, with mirror in centre.
18. Embroideries and laces.
19. Underwear counter covered with green baize.
20. Elevated office. Dotted lines show location of pattern section underneath, with seats for accommodation of customers.

The ready-to-wear department has a space 40 x 28 feet. On one side is a series of eight racks, each about four feet long, at right angles with the wall, for coats, dresses, raincoats, while on the opposite side are thirteen racks of a similar type for coats and suits. These racks are so arranged as to make it an easy matter for customers to inspect garments. There is also a special skirt rack, and in the rear is a large mirror with special case on each side for evening dresses. There is a carpeted try-on space about eight feet square in front of this mirror. Two large palms on each side of this space add to the attractive appearance. In the centre of the department are four circular racks for children's and misses' coats and suits and for underskirts. Throughout the store certain neat decorative touches in the form of artificial florals and foliage, relieve any suggestion of stiffness. Four prism windows in the rear of the store give the garment department a flood of light.

All ready-to-wear business is indicated by a special yellow sales slip which, easily distinguished in the slips from other departments, renders it an easy matter to size up the amount of business that is being done in that particular department.

In apartments on the second floor are stock, fixture, special try-on and advertising rooms. In the latter there is a systematic arrangement of cuts, so that one of any desired type may be chosen without a moment's delay. A pattern cabinet has been set on end and the cuts placed in its bins, each bin being labeled with the name of the article illustrated—hosiery, millinery, coats, etc. Mr. Patterson, who looks after the advertising, states that he has on file a copy of every advt. that the store has used. Such a file is very useful, and frequently when the week's advt. must be prepared in a hurry, the advt. of the same week one, two or three years ago may offer some suggestions. Two or three times a month the advts. of the present and preceding week are printed in the form of a circular or dodger, and these are not only folded in with pattern sheets but one is also placed in each parcel sent out by the store.

Qua & Patterson have recently opened a separate fancy goods and smallwares shop which carries no goods over 50 cents. This store is also done in white, the goods are arranged in small bins, each having a price label. Every article is effectively displayed, and the store is brilliantly lighted. Both stores are notable, not only for their appearance but for the practical, smooth-running system adopted. The firm contract for a three-column space on the front page of the two local papers, thus having a definite advertising location the year round.

Practical Man and Campaign

Orangeville merchant states that these and thorough organization are required by the retail trade.

"Retail conditions are such as to require the most thorough kind of organization if certain serious problems are to be dealt with," said Mr. Langford, manager of the dry goods department of Hill & Co., Orangeville, to a representative of the Dry Goods Review, during a discussion of the resolutions which had been recently drawn up for presentation to a meeting of dry goods men. Mr. Langford also expressed the opinion that whatever form the organization took it should have at its head a practical man and a campaign, calculated to educate the people as to the advantages of home shopping should be a first undertaking.

"A credit-reporting bureau is all right," said Mr. Langford, "so long as it does not cost more than a merchant would lose yearly on bad debts. In this town, while no merchant does business on a strictly cash basis, credits are carefully looked after. It costs about twenty per cent. to collect a bad debt, but here in Orangeville we have the services of a man who makes a specialty of collections, and through the Board of Trade, merchants keep pretty well in touch with conditions, so that debts are not a big problem What the retail merchant wants is a general campaign that should be educative to the public. Time and again we have demonstrated that we can, in the majority of cases meet mail order prices, in fact, we have frequently gone one better. A general organization which will prove what the merchant is demonstrating would do great good."

Hill & Co. operate five stores—Markdale, Highgate, Tara, Alliston and Orangeville—and, as may well be imagined, are an important buying organization. The five stores embody an idea which has often been advocated as a solution to some of the problems of the individual retailer. That is, while for general merchandising purposes their individuality is not interfered with, they have a common supply or distributing centre which unifies the buying and helps reduce the cost of doing business. Although such a thing has not yet been attempted, a catalogue representative of the five stores, and circulated in their respective territories, would seem to be a feasible idea.

"Buying for the dry goods store is quite a different proposition to what it was five years ago," said Mr. Langford. "We find that people read more, know more about latest styles and hence it is necessary to carry larger assortments and what is most important these have to be cleaned out. While we have not a regular remnant department, we have a remnant table through which we frequently dispose of short ends, though not necessarily at a loss.

Continued on Page 28

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

_____

_____

NAME _____

ADDRESS _____



Norfolks and Brushed Knit Novelties

Success of Spring selling assured by novelties offered and reception by the trade — Tailored styles for Fall, 1913 — Domestic brush knit lines in leading values to follow style and selling trend

THE development of the Spring season on sweater coats and knitted novelties has aroused considerable comment. Differences in buyers' attitudes still show that the trade is not sure that an all-year or two-season selling with consequent changes will meet with ultimate success. Larger retail buyers are confident that it will. Judging from first reports of the success of Spring ranges, retailers generally are of the opinion that the class of garments shown and novelty embodied, will make satisfactory results a certainty.

The strongest argument advanced against the growth is that Spring business on knitted goods has never amounted to anything, heretofore.

Buyers have to draw their own conclusions.

At the present time, wholesale buyers are interested in placing import and domestic orders for next Fall. Except for a few numbers they are not catering for Spring business. Fall samples will be ready in January and go to the trade as usual. No doubt buyers will consider Fall lines then, but this is a question of merchandising which will have to be decided with Spring stocks in view.

* * *

Prospect of Blazers

The continuation of blazers for Spring depends on the success merchants have had this season. Salesmen state that stores have not sold these novelties as well as expected and that the season has finished the interest. Repeats have not been numerous and average trade has stayed with staple styles, qualities and colors, with values and leading selling prices the motive. Blazers, when shown were not expected to have any other relation to the department than to fill the demand for early novelty. Manufacturers, therefore, are counting on Spring novelties making a hit.

Much depends on the trade itself. For instance, flannel blazers are preferred when the influence of ready-to-wear is paramount. This section claims that Norfolks or the typical stripe fabric blazer coat is the garment which will sell better than knitted novelties. Again, prices quoted and the qualities of first numbers of knitted coats have, it is claimed, hurt the future interest in the trade. Had these garments been featured in higher prices and qualities to supply well-to-do people first and then offered at lower quotations, blazers would have retailed successfully for two seasons at least. Several mills state they did not and do not intend to touch them at all for these reasons.

However, conditions favor another season's selling for many reasons. Spring is essentially the time for knitted blazers as for any other kind, and they are typical, as well. First numbers were admittedly shown to fill an early demand for the Winter season. Novelties, color combinations and styles being featured in better numbers are sufficient to make the trade take advantage of that demand which is bound to come in seasonable time and for vacation wear. It cannot be otherwise if buyers make the most of opportunities.

* * *

Three Factors Assured

A resume of this Fall business, comparison of stocks and Spring samples and the attitude of different parts of the trade on these matters explains the reasons for ignoring the Spring development in some quarters. Three things are decided and these are, assured two-season success and yearly development, blazers continued for Spring through novelties, and sweater coats in demand for many years, arguments to the contrary notwithstanding. This is the answer of successful department managers. In offsetting the fear that people are tiring of sweater coats (a time-worn argument) and that many buyers are undecided about next year, department showings give an easy explanation. Novelty and style combined in

NO HOLES
For Profits to Slip Through



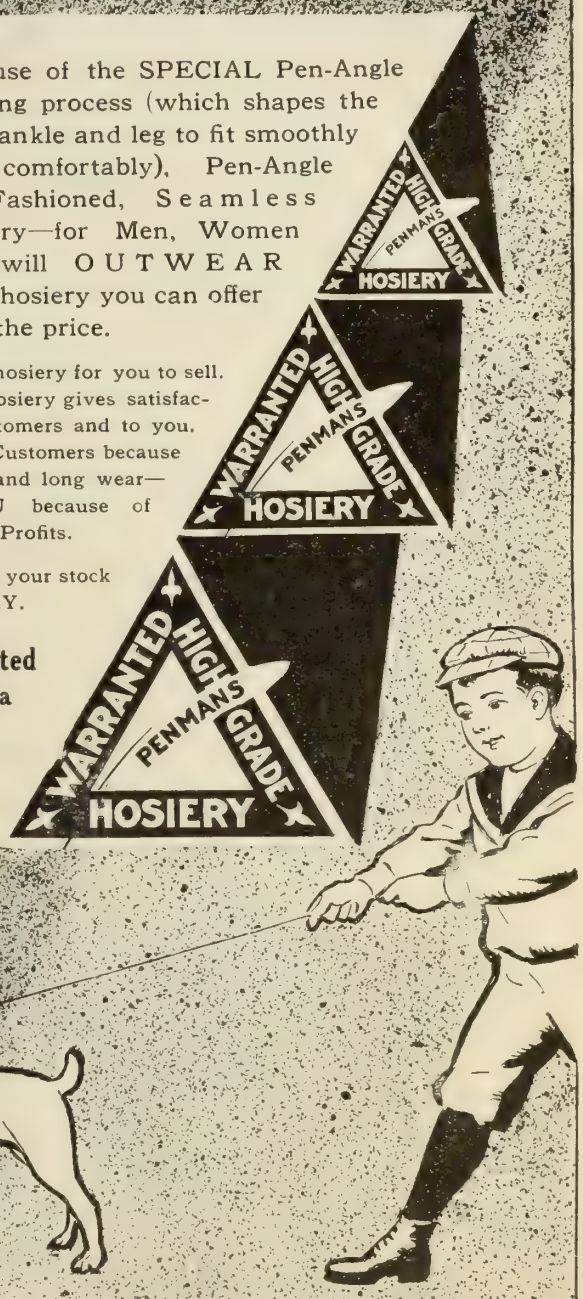
Because of the SPECIAL Pen-Angle knitting process (which shapes the foot, ankle and leg to fit smoothly and comfortably), Pen-Angle Full-Fashioned, Seamless Hosiery—for Men, Women and Children—will OUTWEAR ANY OTHER hosiery you can offer your trade, at the price.

Pen-Angle is the hosiery for you to sell. For Pen-Angle Hosiery gives satisfaction both to your Customers and to you. Satisfaction to your Customers because of exceptional value and long wear—satisfaction to YOU because of Quick-Sales and Big Profits.

Now is the time to get your stock in. ORDER TO-DAY.

Penmans Limited
Paris, Canada

Underwear
Hosiery
Sweaters





PEN-ANGLE
HOSIERY

Spring ranges are sufficient to convince merchants they have a new and undeveloped field in which to educate the public and reorganize buying conditions.

* * *

Season's Clean Turnover.

This season, knitted goods (and Christmas business is still to be handled) have shown the cleanest and quickest turnover in the history of departments. Losses from reductions, necessary to every buyer in moving slow sellers, have been less this year than formerly; with closer merchandising they can be reduced to a minimum. Profits are not likely to be reduced materially to finish the season, although policy suggests necessary reductions of stock to prepare for new shipments. Merchants have until March and selling through the entire holiday and gift season to put stocks in shape for Spring deliveries.

* * *

Departments More Conspicuous.

Support by manufacturers is consistent and has increased sales remarkably. As pointed out, previously, deliveries are likely to be improved with distinct seasons. The character of a well-handled department is reflected in the advantage taken of this publicity. Colors, styles, cut, finish and quality for Spring will make departments more conspicuous as an aid to this publicity.

Buyers are deciding on Norfolks in their numerous phases, as the dominant style features with color combinations, trimmings, collars and finish to add variety. Once these novelties are displayed no women's or misses' wardrobe will be complete. Customers will be unable to resist the smarter novelties in Norfolks and lightweight knitted coats.

* * *

Favored Spring Colors.

New shades of yarns and combinations are selling according to suggestions on Spring colors. It is noted that scarlet is ordered because of the likely demand following last year's sales of serge Norfolks. Black and white, fawn, kharki and Havana browns in stylish contrast, grays, blues, greens and heather mixtures are meeting with the success anticipated because they are different.

* * *

Strictly Mannish Lines.

New and added textures, felt, fit, finish and tailoring are points in detail, which buyers are appreciating. Tailored lines are the first feature in Fall ranges and novelties for 1913. New fabrics already offered lend themselves to this idea and garments made on strictly mannish lines are being booked with confidence.

The general conclusion is that with samples of newer numbers added to complete ranges, girls' and boys' lightweight middys and pullovers and full-fashioned knitted athletic lines for men and boys, no buyer can afford to miss the opportunity of doubling turnover. Augmenting departments with two-season selling in view does not seem so improbable a success after samples are considered. At any rate, the retail trade is inclined to think so.

* * *

Brushed Knit Novelties.

One of the most important influences for next Fall is the growing sale of brushed knit novelties and effects on department sales. The source of information is threefold. Greater success on this market on higher-priced imported hoods, caps, knitted hats, mufflers, scarfs and coats in both English and German makes is sure to be followed with more general business on next season's numbers.

Merchants in the United States are having splendid results and the demand for brushed-knit goods is confirmed by high style novelties and medium-priced garments selling there. Buyers are trying out style hints in best selling numbers from both sources and show plain and two-tone effects, stripes and Mackinaw plaids as a feeler for coming styles. Some of the most exclusive lines have sold and when style hints coincide, outside of value interpretation, buyers have a safe basis.

Probably the most decided assurance of next winter's selling of brushed-knit goods is found in the attention now being given to this end of manufacturing by domestic mills. Values and styles in discounting competition will surprise many buyers, when the time comes to consider Fall sample ranges. Being able to get many lines at new quotations will remove the barrier of high price limiting sales.

Practical Man and Campaign

Concluded from Page 24

"Ready-to-wear garments is the department which has probably grown more than any other in this store of recent years. This is due as much to the special attention which makers are giving to style features as to any featuring by location or advertising in the store. We make no charge for alterations.

As illustrating the activities that may be said to be imposed upon a general store, in the centre of a good farming country, the Hill establishment is typical. On the ground floor are groceries, general dry goods, boots and shoes, millinery, men's clothing. On the second floor are crockery, housefurnishings, and reserve, while on the third floor at the present time is stored the raw wool bought from farmers, either in trade or for cash.

Mr. Langford believes in the attractive display window as an advertising feature. In connection with the openings, he paneled the windows with wall paper, and by introducing a neat latticework in connection with it worked out an effective trim. The cost was about $3.

IF·IT'S·KNIT·GOODS Refer To Us

We are representing the following manufacturers:

J. L. GIBSON & CO.,
DUMFRIES, SCOTLAND.

(Scotch Seamless Woollen Gloves.)

Scotch seamless woollen gloves are now much in demand, and our 1913 range is sure to interest you.

WILLIAM LOCKIE & CO.,
HAWICK, SCOTLAND.

(Knitted Woollen Waistcoats, Caps, Hand-knitted Sweater Coats, etc.)

These knitted waistcoats are now in strong demand, and are becoming a staple line. The new samples are very attractive.

JOHN CURRIE SONS & CO.,
STEWARTON, SCOTLAND.

(Knitted Woollen Caps, Motor Scarves, etc.)

The double-crown Aviation Cap, manufactured by this house, is sure to be a popular seller. Knitted Caps of all kinds for winter wear.

Every order was delivered by us on time last season. We have enlarged our plant to enable us to cope with our rapidly increasing trade in the Dominion.

H. W. PLANT & CO.,
LEICESTER, ENGLAND.

(Knitted Woollen Caps, Silk and Woollen Motor Scarves, Waistcoats, Sweater Coats, Cardigan Jackets, etc.)

Leicester-made Sweaters are recognized as the leaders in their field. The styles are specially adapted for the Canadian trade. Makers of the popular Hood Muffler.

OUR 1913 RANGE OF KNITTED GOODS IS NOW READY AND WE SHALL BE HAPPY TO SEND SAMPLES ON REQUEST TO WHOLESALE HOUSES.

SEWARD BROTHERS

Sole Canadian agent to the wholesale only

251 St. James St., :-: Montreal, Que.

Phone Main 4179

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

Window Dressing

is one of the most important silent salesmen a merchant can have.

With very little effort windows can be made very attractive and so strong as to compel passers-by to stop and look—and then come into your store and buy.

This is particularly the case if the windows are dressed with advertised goods.

For instance, *if you dress your windows now with*

CEETEE UNDERWEAR

While our heavy advertising campaign is attracting the attention of the public all over Canada, it will connect your store directly with the advertising and bring people into your store with their mind made up to buy CEETEE UNDERWEAR.

Dress your window with CEETEE now and note your increased sales.

The C. Turnbull Co. of Galt, Limited

MANUFACTURERS

GALT, - - - ONTARIO

Also manufacturers of Turnbull's high class ribbed underwear for ladies and children, Turnbull's "M" Bands for infants. and CEETEE Shaker Knit Sweater Coats.

611

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

TRADE MARK REGISTERED
TIGER BRAND.

THIS IS TRUE

It is true that a satisfied customer is a repeater and that repeaters build up the best trade. The secret, then, of good trade is to sell only such goods as will give certain satisfaction.

The dealer who stocks

TIGER BRAND UNDERWEAR

takes no chances. He can talk with assurance, because he can be sure of this line. He can interest his customer, because there are exceptional merits to point out—and he can sell to him. Then it is up to the goods to bring the customer back to the store again—and this they will do, because every purchaser is delighted with the softness, durability and general excellence of TIGER BRAND UNDERWEAR.

GALT KNITTING CO., Limited

GALT, ONTARIO

AGENTS: Ontario—J. E. McClung, Toronto. Quebec—Philip de Gruchy, Montreal, Que. Maritime Provinces—Fred S. White, St. John. West—Hanley, McKay, Chisholm Co., Winnipeg.

To Have and To Hold



Are you getting and holding the children's hosiery trade, or is it slipping away from you? If you are handling an unknown brand of stockings of uncertain character as to wearing quality and comfort, you will lose trade, not right away perhaps, but it will drop off.
If you are handling the ever reliable

Dominion Brand Hosiery

you will find not only increased sales in children's hosiery, but also increased demand for other goods you handle. Customers will reason that the store which sells such good children's hosiery will sell the best of other goods as well. Write for samples.

A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL -:- -:- ONTARIO

Health Brand Underwear

We have a complete stock of all lines of Fall weight underwear, Women's and Children's Vests, Drawers and Combinations, and Infants' Vests and Bands.

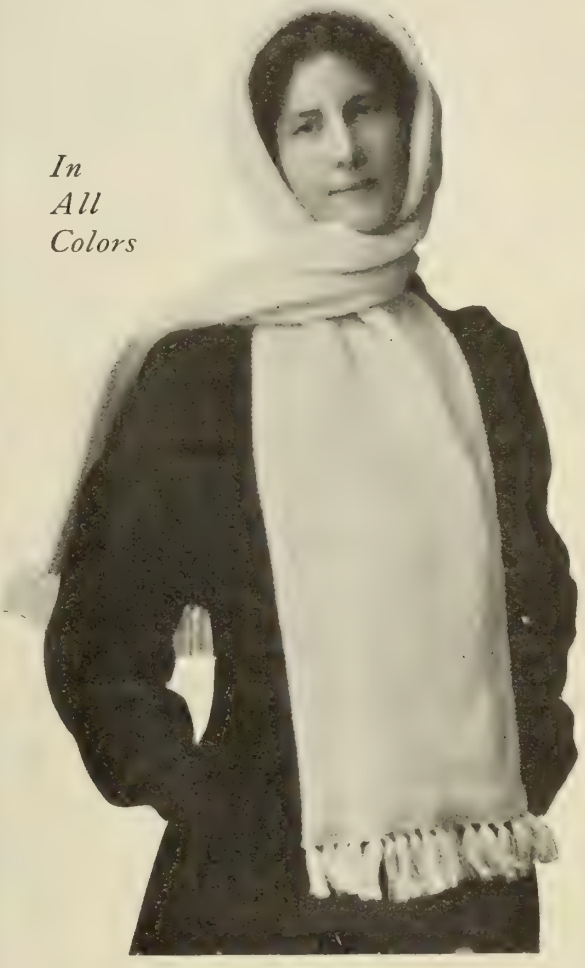
All styles, all weights—just the stock for your sorting order.

If you are not handling Health Brand, please see our samples, which are now on the road with our salesmen.

GREENSHIELDS Limited
MONTREAL

THE
"AEROPLANE"
HOOD MUFFLER

In All Colors



ASK YOUR WHOLESALER FOR

The "Aeroplane"

MANUFACTURED BY
H. W. PLANT & COMPANY
LEICESTER

Sole Canadian Agents to the Wholesale Only:—

SEWARD BROS.
251 St. James Street, - Montreal, Que.
PHONE MAIN 4179

Hermsdorf Brilliants

The New "Hermsdized" Hosiery In All Colors

"Hermsdizing" is the latest marvel of Chemnitz chemistry. It isn't a step in hosiery improvement, but a *giant stride.* It makes it possible to have in cotton hose the beautiful *even* colors and sheeny surface of silken goods. It's the greatest hosiery improver ever given to the world—paralleled in importance only by Hermsdorf Fast Black. This mark:—

Hermsdorf Brilliants

will be stamped on the sole of all genuine "Hermsdized" Hosiery. Memorize the mark NOW—specify "Hermsdorf Brilliants" when buying imported goods—and see the stamp on the sole for your protection. "Hermsdorf Brilliants" are the *only* hose that can make good the claim of

SILK'S BEAUTY WITH COTTON'S DURABILITY

Louis Hermsdorf Dyer

Works: Chemnitz, Saxony
American Bureau, 235 W. 39th St., N. Y. City

REGISTERED

Est'd 1785

TRADE MARK

BEEHIVE KNITTING WOOLS

—BRITAIN'S BEST—

J. & J. BALDWIN'S BEEHIVE AND WHITE HEATHER specialties form the finest range available from any source.

AGENT:—DUNCAN BELL, MONTREAL & TORONTO

OUR SERVICE

has been a BIG FEATURE in the building of this IMMENSE BUSINESS.

With PROMPTNESS as our AIM and VALUE as our KEYNOTE we have established

MOODIES' Hygeian TRADE MARK UNDERWEAR

pre-eminently in the lead.

Why not build up a PERMANENT and PROFITABLE Underwear Department on the *great and fast growing demand* for this line, by adopting the same PRINCIPLE of GENUINE VALUE GIVING, that has made *HYGEIAN UNDERWEAR* synonymous of unequalled value the country over.

See our RANGE for SPRING 1913, and note the *EXCLUSIVENESS* and *SUPERIORITY of FINISHES.*

AT ALL JOBBERS.

THE EAGLE KNITTING CO., Limited

Controlled by J. R. MOODIE & SONS, Ltd.

Hamilton - - - Canada

F. M. BARNARD, SOLE SELLING AGENT

Toronto, Montreal and St. John, N.B.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

"King Quality" — The HOSIERY HOUSE of Canada — "Queen Quality"



Our travelers are now on the road for Spring 1913 with—KING QUALITY MEN'S HALF HOSE and QUEEN QUALITY HOSIERY & GLOVES for women and children.

The lines throughout are most interesting and it will pay you to wait for our representative.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.

LADIES' UNDERWEAR
FOR FALL 1912

Our samples for 1912 are now in the hands of our travellers and we beg to call your attention to our new Combinations in the well-known brands,

Zenith BRAND REGISTERED — Crescent BRAND REGISTERED — "Velva" BRAND

The Mode of Manufacture of these Combinations has been registered.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents.

RICHARD L. BAKER & CO., 100 Wellington St. W., Toronto, Ont.

Pen-Angle Sweater Coats



YOU'LL CATCH THEM WITH THIS LINE

Whether or not you succeed in landing anything 'worth while,' depends *entirely* on the kind of bait you use.

Bait YOUR hook with Pen-Angle Sweater Coats—and you'll get the best that's going.

Made of soft, fleecy wool—and *Knit* (by the Pen-Angle process) into lasting shapeliness, these smart Sweater Coats are *bound* to give your Customers satisfaction. You'll surely *catch them with this line.*

PENMANS LIMITED
PARIS, CANADA
UNDERWEAR - HOSIERY
SWEATERS

Please mention The Review to Advertisers and Their Travelers.

Ask for and

insist upon having

J. L. GIBSON & CO.
Dumfries, Scotland

SCOTCH SEAMLESS WOOLLEN GLOVES



To be had
PLAIN,
LEATHER BOUND and DOMED,
MITTS and GAUNTLETS,
also LINED

Selling Agents to the Wholesale Trade Only

SEWARD BROTHERS

Phone Main 4179 251 St. James Street Montreal, Quebec

JAEGER PURE WOOL GOODS



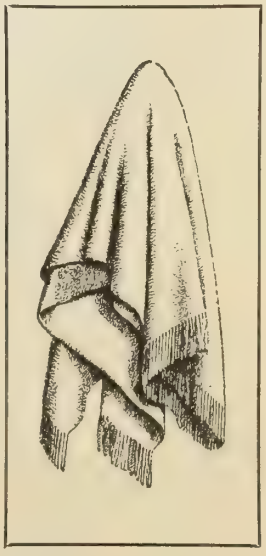
are specially suitable for

XMAS PRESENTS

as the name is a guarantee of quality and excellence.

We carry a stock of

DRESSING GOWNS, LOUNGE JACKETS, WAISTCOATS, GOLFERS COAT SWEATERS, RUGS, BLANKETS, SHAWLS, MOTOR SCARFS, GLOVES, CAPS, SLIPPERS, INFANTS' FROCKS, BONNETS, ETC.



DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse: 52 Victoria Square - - MONTREAL

JAY
UNSHRINKABLE
WOOL UNDER-WEAR

THE JAY FINISH. TRADE MARK UNSHRINKABLE

The superiority of JAY Underwear over all other woollen garments, whether made in Canada or the United Kingdom, can be demonstrated by a comparison. JAY Underwear is knitted and fashioned to fit accurately; it is almost seamless and is fully guaranteed against shrinkage. All wearing parts are specially strengthened, and both ladies' and gentlemen's garments possess exclusive patented features which materially add to the comfort of the wearer.

WHOLESALE AGENTS:

I. & R. MORLEY, - G. BRETTLE & CO.
London, Eng.

Steele's Ad. Service

LOOK FOR THIS MARK



582

BEAVER BRAND



508

KNIT GOODS



T

It's the little things that count
during the holiday trade



1361

THE "Beaver Brand" Toques and Mufflers have always been winners during the holiday trade: They have a neat, well-finished appearance that attracts attention of the giver and pleases the receiver. They make sensible, appreciated gifts and the merchant who pushes them to the front from now on, will make big profits.

WRITE NOW FOR SAMPLES

R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods

STRATFORD, ONTARIO

TORONTO REPRESENTATIVE:
J. N. BOYD, 373 BROADVIEW AVENUE



1365

How Does This Strike You



?

THE WOOLNAP
TRADE MARK
UNSHRINKABLE

Are You Trying to Build a Business or is Your Aim Merely to Get Profit?

There are too many merchants to-day who consider present profits more than they do future business. Are you one of them? "St. George" Unshrinkable Underwear will not only give you immediate profits, but it will ensure you getting your share of the future business.

Try "St. George Woolnap" for your Winter's trade. See samples now.

SCHOFIELD WOOLEN CO., LTD.
OSHAWA

GOOD ADVERTISING

The Christmas advts. must contain that snap necessary to suggest the store's appreciation of the event.

Notable examples embodying practical ideas for the gift season — The dollar day in various departments — Opening of toyland — The Christmas bazaar — Cost of issuing suggestion booklets — Three examples described

DURING the Christmas season, there is less excuse for irrelevant matter in the advertising than at any other time of year. The buying inclination is paramount. What the advertising must do is direct it in the most profitable channel, with the object that preparations for the occasion may be fully appreciated.

The advertising must appeal to young and old alike, and to be fully effective will regularly embody features calculated to make the store a topic of conversation.

Some examples are given here which illustrate the idea. The feature in one of these advertisements is the "Grand Opening of Toyland," an occasion that was marked by the presentation to each juvenile visitor of a souvenir in the form of a "running froggie." Even without the souvenir it is safe to say that the advt. attracted hundreds of children. Note the headings on some of the descriptive paragraphs: "Let the children own a railway," "Any small boy would give half his kingdom for a rocking horse." Paragraphs are not overdone, but are sufficient to create interest. Another good idea is embodied in the page enumerating articles that can be purchased in various departments for one dollar. Such an advertisement can be immediately applied to the season's question: "How can I spend my money to best advantage?" A third idea is represented in the Christmas bazaar, and the emphasis placed on specials. Whether any of these ideas are possible to the average merchant or not they are played up with the snap that is so necessary a part of the Christmas advertising to suggest the store's enthusiasm.



EATON'S DAILY STORE NEWS

Here's a Page to Help Your Gift Selection

$1 $1

Come to the Third Floor Christmas Bazaar

T. EATON Co.

An advt. that helped solve the problem how to invest gift money to advantage.



Rush Prices in the Third Floor Christmas Bazaar for Monday

And these prices are on the very things you want—don't miss such a chance—come as early as you can—at 8, if possible. Have you been to the famous Christmas Bazaar yet? Have you wandered 'neath the bowers of Christmas decorations, where twinkle a thousand lights? Here you'll find an abundance of gift suggestions—here you'll shop in the greatest comfort, for there are special arrangements to give the very quickest and best service possible—and here you'll find Monday morning some of the most remarkable price reductions in weeks and weeks.

Extra Good Specials in the Third Floor Bazaar for Morning Shoppers

A Special Handkerchief on Third Floor. Come Early Monday

Special Vocal and Violin Music in the Third Floor Bazaar Monday Morning

A Third Floor Rush! Girls' Sleighs Less Than Half-Price, 50c

Feather Fans for Girls

Game Day in Toyland Monday

GROCERIES

MEATS

Lovely White Muslins, per Yd., 12½c

An advt. designed to concentrate attention on certain departments and their special features.

Suggestion Booklets

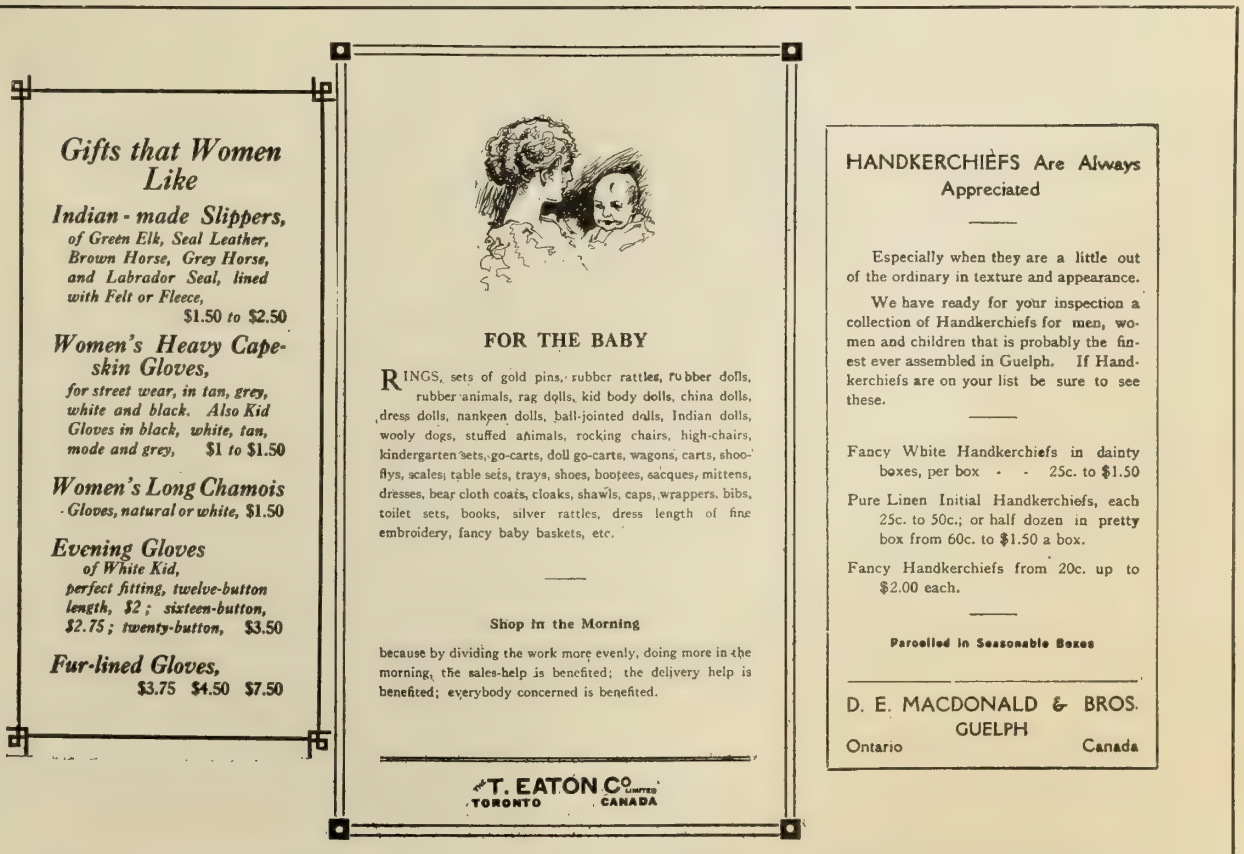
Three pages from as many different gift suggestion catalogues are reproduced here—one from D. E. Macdonald & Bros., Guelph, one from Holt, Renfrew & Co., Toronto; and one from the T. Eaton Co., Toronto. Each of these little booklets contained lists of gift suggestions for different members of the household or friends, and were distributed to customers some weeks before Christmas. The Macdonald catalogue was 3½ x 6¼ inches, contained ten pages, each with a red rule border. Such a booklet, with an appropriate cover, done in two colors would cost in the neighborhood of five cents the copy. In the Holt-Renfrew booklet a deckel edged paper was used, and the pages printed in green, with a spray of holly embossed on the cover. It is estimated that this little catalogue would cost about 3 cents the copy. It had four printed pages each 6 x 3 inches. A printed spray on the cover would reduce the cost.

The Eaton catalogue, being quite an elaborate affair is more expensive. Each page has a drawing suggestive of the individual for whom the gift suggestions enumerated would be suitable. The cuts and the setting are therefore big items, while there is also a certain amount of embossing on the cover. With a plainer cover, such a book would cost about 10 cents the copy. There are thirty-two pages in all with a number of blank pages at the back for customer's entry in designated spaces, such as father, mother, etc. Each page is 4½ x 7½ inches.



Advt. featuring the opening of the toy department. Illustrated and arranged in an attractive manner.

These are rough estimates given by a practical printer with the object of posting the merchant on the probable cost of this advertising stunt should he care to adopt it.



Pages from three gift suggestion catalogues. From left to right: Holt, Renfrew & Co., Toronto; T. Eaton Co., Toronto; D. E. Macdonald & Bros., Guelph. See this department for details and estimates of cost.

FANCY GOODS NOTIONS & TOYS



Art needlework now an all-year line — Wood silk used for embroidery purposes — Bags a leading line — Mattress pin-cushions the latest — Top and bottom laced together with silk cords or baby ribbon — Punched work still keeps its place — Spoon holders of crash are good sellers among smaller articles — Big distribution of corsage bouquets and garnitures in made and artificial flowers

BEST year ever. That is the unanimous verdict of all the houses that are carrying fancy goods. Moreover, there is a great change in the selling of these goods. Formerly, there was just one busy period in the year covering about the last half of it and culminating with the Christmas trade. Now, though, this is the busiest period, there is a steady activity displayed in fancy articles almost all the year through.

This applies particularly to art needlework. Leisure time and more money to spend means that there is that much more time devoted to fancy needlework; also that with ampler means at command, better and more artistic work is demanded. This gives greater scope to the originators of new forms of needlework. But, though the demand is increasing it is just as important as ever that the patterns and forms introduced should not present an unduly hard or lengthy task.

Another factor, too, that is helping both the appearance of the new colored embroideries and the ease with which they can be worked is the substituting of wood silk for the genuine article, and the very qualities that make it so difficult to substitute wood silk for silkworm silk in fabrics, make it suitable for fancy work purposes. The silk fills out without padding, and does not knot or snarl, but after all the quality that makes this silk so well liked is its brilliancy. Moreover, this silk, as now prepared, will stand washing.

* * *

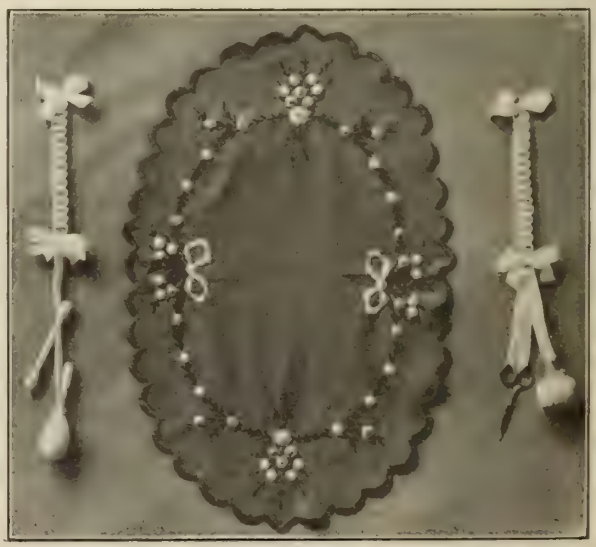
Bags for Holiday Trade

Embroidery is the stand-by of the fancy work department this season and is applied both to articles of personal wear and also to those for household uses. Bags are a big item for the Christmas trade, and when novelties are asked for, bags and yet more bags are produced. There are roomy bags for darning and fancy work with the handles formed of either round or oval embroidery hoops wrapped with ribbon. Smaller workbags, both single and double, are showing, and designs range from laundry and slipper bags down to small bags designed for buttons and all decorated with various forms of embroidery. These bags are developed in crash or linen or in the new oatmeal or crepe-like ratine cloths. The novelties in embroideries are the rambler-rose embroideries. French knot, couching, darning and cross-stitch embroideries.

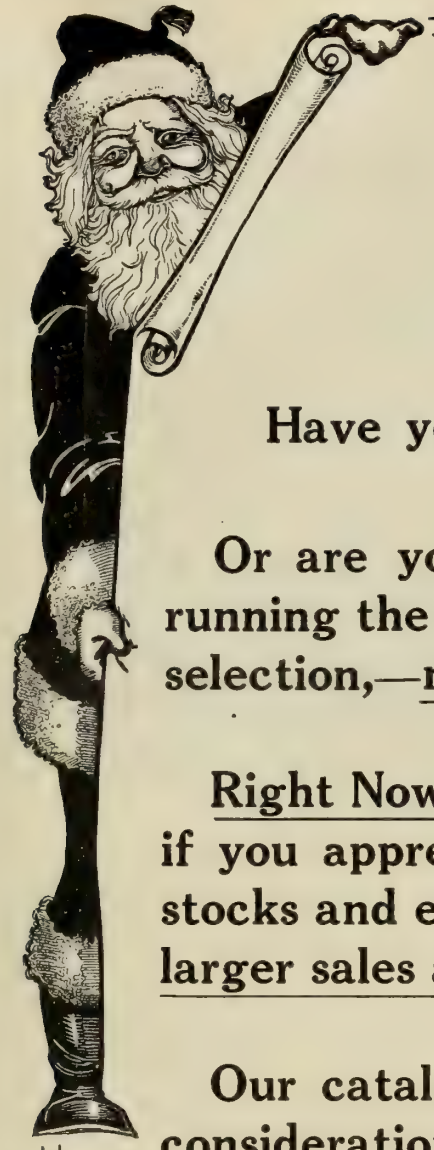
* * *

Fancy Pin Cushions

There is the usual assortment of small fancy articles for gift purposes. Prominent among these come the many forms of pin-cushions and all decorated



Oval centerpiece in rose rambler design worked in wood-silk on tan oatmeal cloth. Housewife, manicure and darning sets. Shown by Hambly & Wilson, Toronto.



November 5th, 1912

Have you ordered your Holiday Goods?

Or are you delaying from day to day and running the risk of late delivery and a broken selection,—meaning smaller sales and less profit.

Right Now is the time to get your list ready if you appreciate the advantage of complete stocks and early delivery, and if you are after larger sales and more profit.

Our catalogue offers for quiet and careful consideration in your own store the largest assortment of Holiday Goods shown in Canada at the same uniform prices and terms quoted by our four Selling Houses and twenty travelers.

Get the Big Catalogue and start your list to-day.

NERLICH & CO.

TORONTO

MAIL ORDER DEPT.



Christmas handkerchiefs, showing department and overhead trim suitable for ledge, arch or interior display. Simple treatment, necessitating no damage to goods. Some splendid stock-keeping ideas are seen, which facilitate handling. Note Merry Christmas poster and seasonable cards. Arranged for Strawbridge & Clothier, Philadelphia, by Jerome A. Koerber.

with embroidery. Pin-cushions, this year, have gotten away from the be-ruffed, be-ribboned idea and are of simpler and more artistic construction. All the new pin-cushions are of the mattress variety and are covered first either with taffeta or satin over which goes the carefully embroidered cover.

Reticella medallions done either in drawn work or crochet, or medallions of Irish crochet, or net are used, and these are combined with eyelet, cut-work or punched patterns so that the silk covering of the mattress shows through. Another feature is that there is an undercover the same in shape and size as the embroidered top and the two covers are laced together with either cords or baby ribbons.

* * *

Good-Selling Fancy Articles

Among the many small useful articles developed in an unusually dainty manner such as whisk-holders, button-hook holders, housewife's needle books, hat-pin holders, tie-racks, and a host of others of like nature, an especially good seller has been a knife, spoon and fork-holder. This is made of a long strip of crash, linen or oatmeal cloth with a line of running embroidery cut with a flap end and having ribbon ties. This strip is lined with Canton flannel folded over ¾ of the way and bound with a ribbon. This folded over piece is machine-stitched into pockets suitable in size for knife, fork or spoon and, when filled, rolls up with the flap outside and the ribbon rolls round and ties. This is an article that commends itself to every housekeeper and is a big seller.

* * *

Ribbon Novelties

The distribution of made and artificial flowers for corsage and button-hole bouquets and for dress garnitures promises to be of quite exceptional proportions. The wearing of dark colors and black is largely responsible as it makes a touch of color a welcome relief. Imported assortments show wonderful effect in assorted flowers in velvet roses, and in Autumn flowers such as Christmas roses, asters, dahlias, etc., and preparations are being made later to show the seasonable Spring flowers.

Ribbon and silk flowers are formed into numberless new fantasies some of which only suggest flowers. These come in tight little bunches and are tucked into the ribbon bow on the neck ruff, or pinned to the fur stole and onto the muff.

For evening wear there are orchids made of tulle wired and bordered with imitation rhinestones or paillettes.

Double



Covered

THE ODORLESS
DRESS SHIELD

OMO advertising is extensive and appears in all the leading publications. It is placed to create business for the retailer.

OMO advertising is a strong selling force and will assist you in building up a profitable business if you carry OMO products in stock.

The dealer who stocks OMO is as safe on dress shields as on dress goods.

Retailers may with increased prestige warrant OMO. It is the dress shield that shields against discomfort and damage.

The Odorless OMO is guaranteed.

It is soft, smooth, light, comfortable, impervious and hygienic; made in many styles and all sizes, filling every dress shield requirement—this broad efficiency makes it economical to stock OMO.

Women know the Odorless OMO by reputation and advertising.

Also manufacturers of Infants' Pants, Bibs, Sanitary Sheeting and Specialties,

WRITE FOR SAMPLES AND PRICES.

The OMO Manufacturing Co.

MIDDLETOWN, CONNECTICUT

MAKERS OF
Quality Goods

DE GRAFF & PALMER
Selling Agents
222 4th Avenue NEW YORK
115 South Dearborn St., CHICAGO
38 Sansome St., San Francisco, Cal.

The Crowning Attribute of



Lovely Woman is Cleanliness

—UNSEEN—NAIAD PROTECTS

Naiad Dress Shields Stand Every Test

—First and above all else the Naiad is thoroughly hygienic. It can be sterilized in boiling water—the only way to kill germs.

—Naiad does not carry with it any offensive odors.

—What is important to the dealer, Naiad does not deteriorate with age. It is as good the day it is bought as the day it is made.

—Best value to the consumer—best value to the dealer.

SAMPLES AND PRICES FREE

WRINCH, McLAREN & CO., 77 WELLINGTON STREET WEST **TORONTO, CANADA**

SOLE CANADIAN MANUFACTURERS

Gloria Quality Fancy Wools

ALL COLORS IN STOCK

EIDER or AVIATION WOOL

BERLIN WOOLS
IN
2 FOLD - 4 FOLD - 8 FOLD

ANDALUSIAN
SHETLAND FLOSS

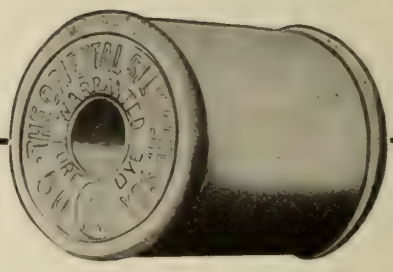
ANGORA WOOL
GERMANTOWN

GLORIA SLIPPER SOLES

Hambly and Wilson

Toronto

ART NEEDLEWORK NOVELTIES



Sewing Silk that will Stand the Test

Our 50 yard spools are warranted fast dye and will stand the strain of hard wear—all colors. Shade cards furnished on request.

Try a Sample Order.
Your Customers will like it.

Handsome cabinets for displaying stock may be secured from us at half manufacturing cost price.

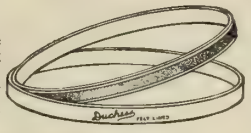
Oriental Silk Co., Ltd.

52 Nazareth St. **Montreal**

Embroidery Hoops

The Best and Most Popular Hoops on the Market.

"DUCHESS" HOOPS



The Felt Cushion protects the fabric and embroidered work from injury and holds either light or heavy fabrics tightly stretched. Sold for 10 years in over 18,000 retail stores.

Made in the round and oval shapes
"DUCHESS" (round)—Sizes 3, 4, 5, 6, 7, 8, 10, 12 in. diameters.
"DUCHESS" (oval)—Three sizes. 3x6, 4½x9 and 6x12 inches.



THE "DUCHESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"ROYAL-OVAL"

A lower priced, smoothly finished and carefully fitted, plain oval Hoop (without the Felt Cushion or Bow Spring.)

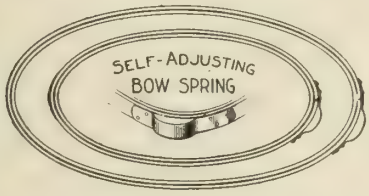
Made in Three Sizes

6x12 inches, for drawn work, pillow covers, etc.
4½x9 inches, a popular size for all kinds of work.
3x6 inches, for working designs on hosiery, etc.

"PRINCESS"

Has a nickel-plated bow-spring which adjusts itself to thick or thin fabrics, holding the material firmly and without injury.
Made in the round and oval shapes.
"Princess" (round).—Sizes: 3, 4, 5, 6, 7, 8, 10, 12-inch diameters.
"Princess" (oval) — three sizes: 3x6, 4½x9, and 6x12 inches.





THE "PRINCESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"SPECIAL-SELECT"

A lower priced, smoothly finished and carefully fitted, plain round Hoop (without the Felt Cushion or Bow-spring.)
Made in Sizes: 3, 4, 5, 6, 7, 8, 10, 12-inch diameters.

Order To-day. Your Jobber can supply you. **THE GIBBS MFG. CO.,** CANTON, OHIO, U S.A.

SELL

Kleinert's

SHUR-ON HOSE SUPPORTERS

for Women and Children

PATENTED
DEC. 1900



EXCLUSIVE HOUSES ARE USING JEWELLED TRIMMINGS

THEY'RE THE VOGUE.

Jewelled dress trimmings are again making a big hit with the trade, and are much in evidence in the best shops in the cities.
Our line of Rhinestone trimmings, both with silver and velvet braids, is very popular, and it will pay you to handle them. The jewelled evening gown will be very much in evidence this season. Write to-day for our card of samples.

THE SMITH-D'ENTREMONT CO., Limited

MANUFACTURERS 1475-1477 QUEEN WEST, TORONTO



BUTTONS are always a steady, profitable line for the merchant to handle because they are an absolute necessity all the time, especially at present, when "Dame Fashion" decrees the lavish use of buttons everywhere, it becomes imperative that merchants should carry a good stock of the kinds most in demand.

Our Buttons are shown in all styles and sizes and from various materials. Our prices are always consistent with good value.

A. Weyerstall & Company

BUTTON MANUFACTURERS

Branch Office Winnipeg, Man. Head Office: TORONTO, ONT. Branch Office Montreal, Que.

See our complete Spring line now. Always something new. Buttons of every description carried in stock, and we show the largest variety of plain, fancy and combination covered buttons, made in our own factory from the best of materials.
We carry the best range of import samples in beaded silk and cotton fringes, Tassels, Dress and Furriers' Trimmings of every description.

Textile Soaps

A SPECIALTY

THIRTY-FIVE years' experience in the manufacture of textile soap in England and in Canada.

Send for Samples and Prices

LONDON SOAP CO.

(A. G. Phillips, Prop.)

LONDON, - ONTARIO



DEPARTMENT STORE MANAGER WANTED

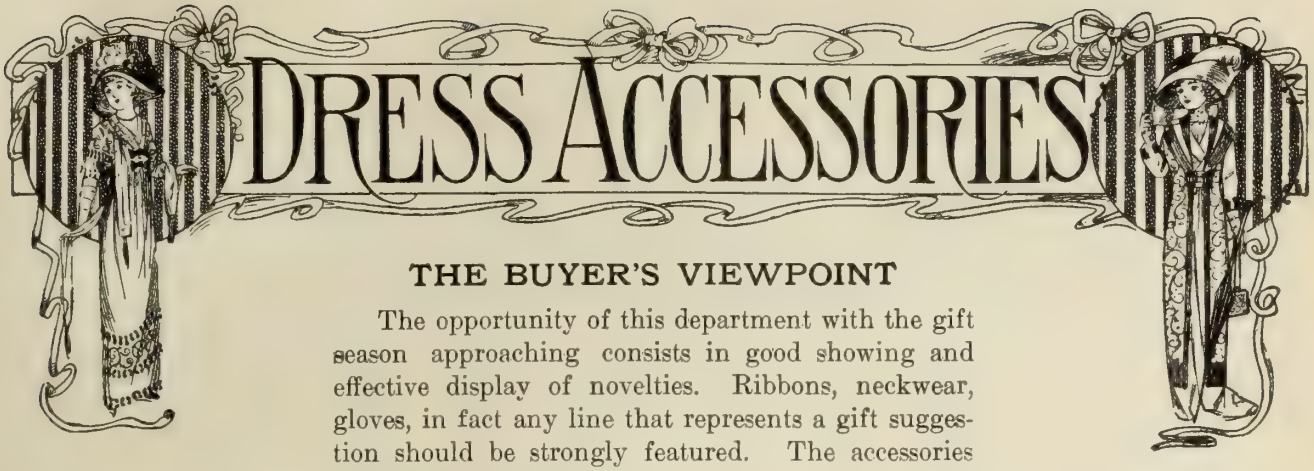
One of the best cities in Western Canada is organizing a large Department Store. Population 16,000 and growing rapidly. Close surrounding rural population 300,000. No competition. One of the best railway centres in the West, with more than a dozen branch lines.

This is an exceptional opportunity for an experienced Department Store Manager to attain a valuable profit-sharing contract and salary.

Small investment in Company's shares a desirable feature. Write for full particulars.

J. W. Ryckman,
INTERNATIONAL SECURITIES CO., LTD.

Somerset Bldg., Winnipeg, Can.



THE BUYER'S VIEWPOINT

The opportunity of this department with the gift season approaching consists in good showing and effective display of novelties. Ribbons, neckwear, gloves, in fact any line that represents a gift suggestion should be strongly featured. The accessories department should make a big showing from now up to the year end.

Light laces for Spring, 1913 — Shadows and Chantillys in the lead — Beaded laces picked out with cut jet and rhinestone the novelties Lace-like embroidery novelties — Christmas neckwear — Sale of pleatings and frillings increasing

HOLIDAY attractions are the big thing at the present moment and the buyers in all departments are planning how best to secure the biggest possible share of heavy selling of that period. With prosperity rampant as it is in Canada at present, a well chosen selection of real lace articles ought to be money-makers in many departments. Besides, there is nothing more appropriate or more treasured, when received, than a handsome piece of real lace. This is never old-fashioned and therefore can be purchased with confidence. Handkerchiefs are best sellers, but neckwear articles and lace flouncings are all good.

As real lace appeals chiefly to the moneyed customer, the one that every merchant wishes to attract, quite an effective piece of advertising can be made out of a special selection of real laces and at the same time information about laces and their history gained if the department head will either himself or by deputy, look up the history of the different kinds of laces he buys and the details of their production. This might be put in booklet form and made so interesting that it would be kept for reference, and would emphasize in the customer's mind the progressiveness of the lace department.

Import samples are beginning to come to hand and some idea of what will be called for during the Spring season is now to be gleaned. For Spring selling, the heavy laces so prominent this Fall will give way to lighter makes such as Chantilly, Malines and shadows, and net-tops. Bohemian lace that was so much talked about this season is showing in the lighter laces and promises to make a stronger impression than for Fall. Shadows are strong and the beautiful novelty effects shown promise to place them high in the selling list. In better laces there is some promise of a revival of shadows and Alencons.

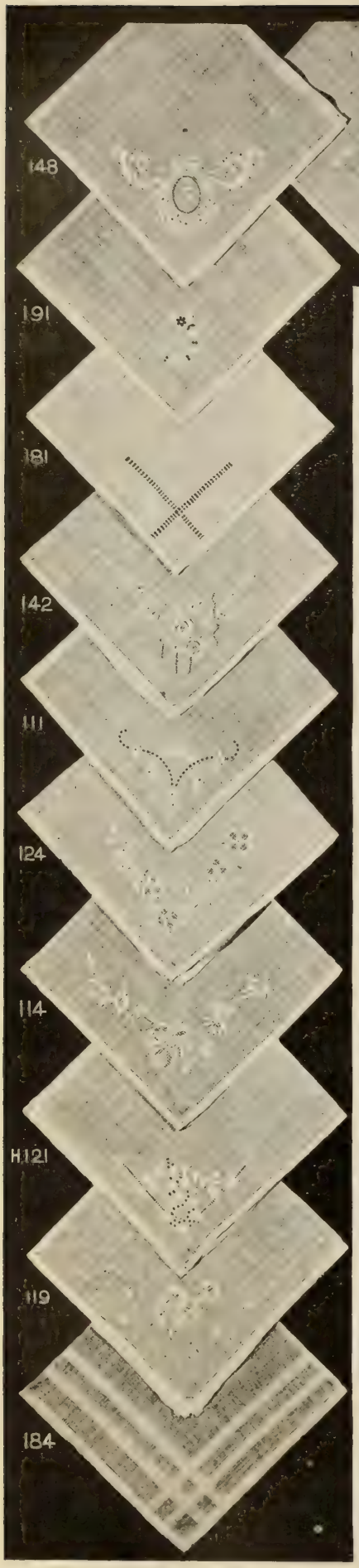
These laces are all suitable for ruffles and ruches, jabots, fichus and sleeve and net pleatings. Novelties seen so far include Chantilly and shadows in white, painted or printed in color designs. Also showing the use of color are the beaded and spangled laces. Black silk laces show the pattern outlined with small jet beads and also with Rhinestones. The present strong predilection for metal laces, particularly gold, promises to continue and to strongly influence the Spring season.

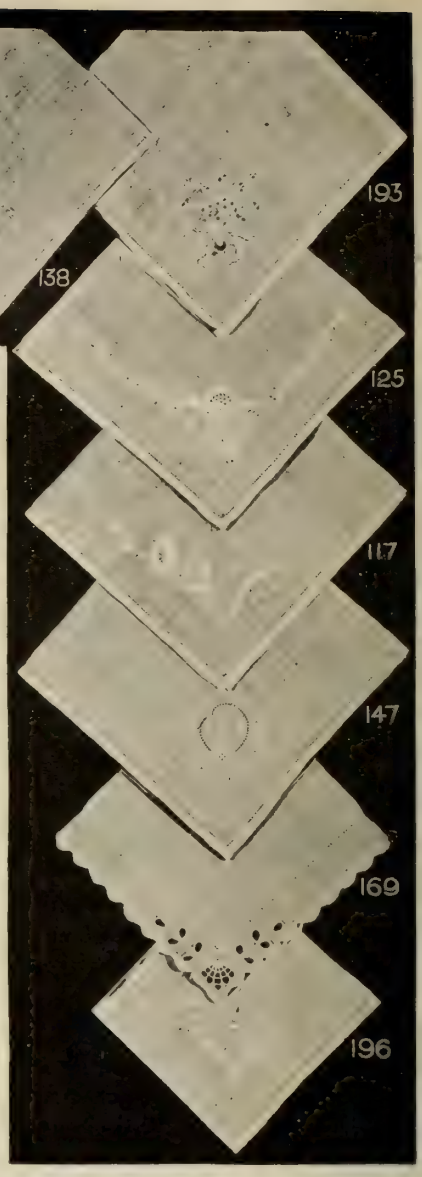
Splendid Neckwear Season

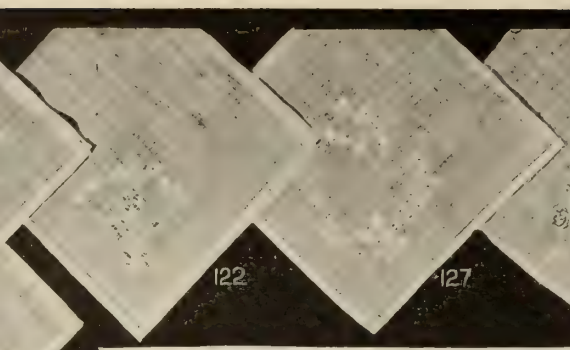
Medici styles the novelty and amber the new color — Evening scarfs selling for the holiday trade — Marabout and ostrich muffs and sets in high favor

Designers who have been to New York for new ideas to use in the development of Christmas and mid-winter business have come back with glowing accounts of the manner in which neckwear is selling. Robespierres in a wonderful variety are the big item, but there are many flat, round collars and many stocks selling.

Canadian manufacturers are full of orders and there is every indication that a very big season is in progress. Robespierre models are selling well in Canada, but for the season that is coming the high lace stock with a wide lace jabot attached promises to be the best seller and though black and white is in very great favor the addition of bright colored touches in the form of a velvet bow is increasingly







H111. White Embroidered, Asstd., 4 Patterns to Doz. $1.75 Doz. Boxed 2 Dozens.
H114. Grey Embroidered Linen, Asstd., 3 Patterns to Doz. $2.50 Doz, Boxed Dozens.
H117. White Embroidered Linen, Asstd., 4 Patterns to Doz. $2.40 Doz. Boxed 2 Doz.
H119. Grey Embroidered Linen, Asstd., 3 Patterns to Doz. $2.75 Doz. Boxed Dozens.
H121. White Embroidered Linen, Asstd., 3 Patterns to Doz. $4.25 Doz.
H122. Grey Embroidered Linen, Asstd., 3 Patterns to Doz. $4.25 Doz.
H124. Grey Embroidered Linen, as sample, $4.25 Doz. Boxed half dozens.
H125. White Embroidered Linen, as sample only, $5.00 Doz. Boxed half dozens.
H127. Grey Embroidered Linen, as sample only, $4.25 Doz. Boxed half dozens.
H138. Asstd. White and Grey Embroidered Linen, Asstd., 4 Patterns to Doz. $2.00 Doz. Boxed dozens.
H142. White Embroidered Linen, as sample, $3.75 Doz. Boxed dozens.
H147. Initialed effect, Linen, $2.00 Doz. Boxed dozens or half dozens of an initial, as required. All selling initials in stock.
H148. Initialed effect, Linen, very fine quality, $3.75 Dozen. Boxed dozens or half dozens of an initial, as required. All selling initials in stock.
H169. White Embroidered, Asstd., 6 Patterns to Dozen, $10.80 Gross. Boxed half gross lots.
H181. White Embroidered and Hand Drawn, Asstd., 4 Patterns to Dozen. $1.50 Doz. Boxed 5 dozens.
H184. Perfecta, Asstd., 3 tape borders to Doz. $1.25 Doz. Boxed 5 dozens.
H191. Half Mourning Effect, Linen, with dainty White and Black Embroidery. $2.12½ Doz. Boxed dozens.
H193. Half Mourning Effect, Linen, with dainty White and Black Embroidery. $3.50 Dozen.
H196. Glove size, White Embroidered, Linen. $1.80 Doz. Boxed dozens.

HANDKERCHIEFS

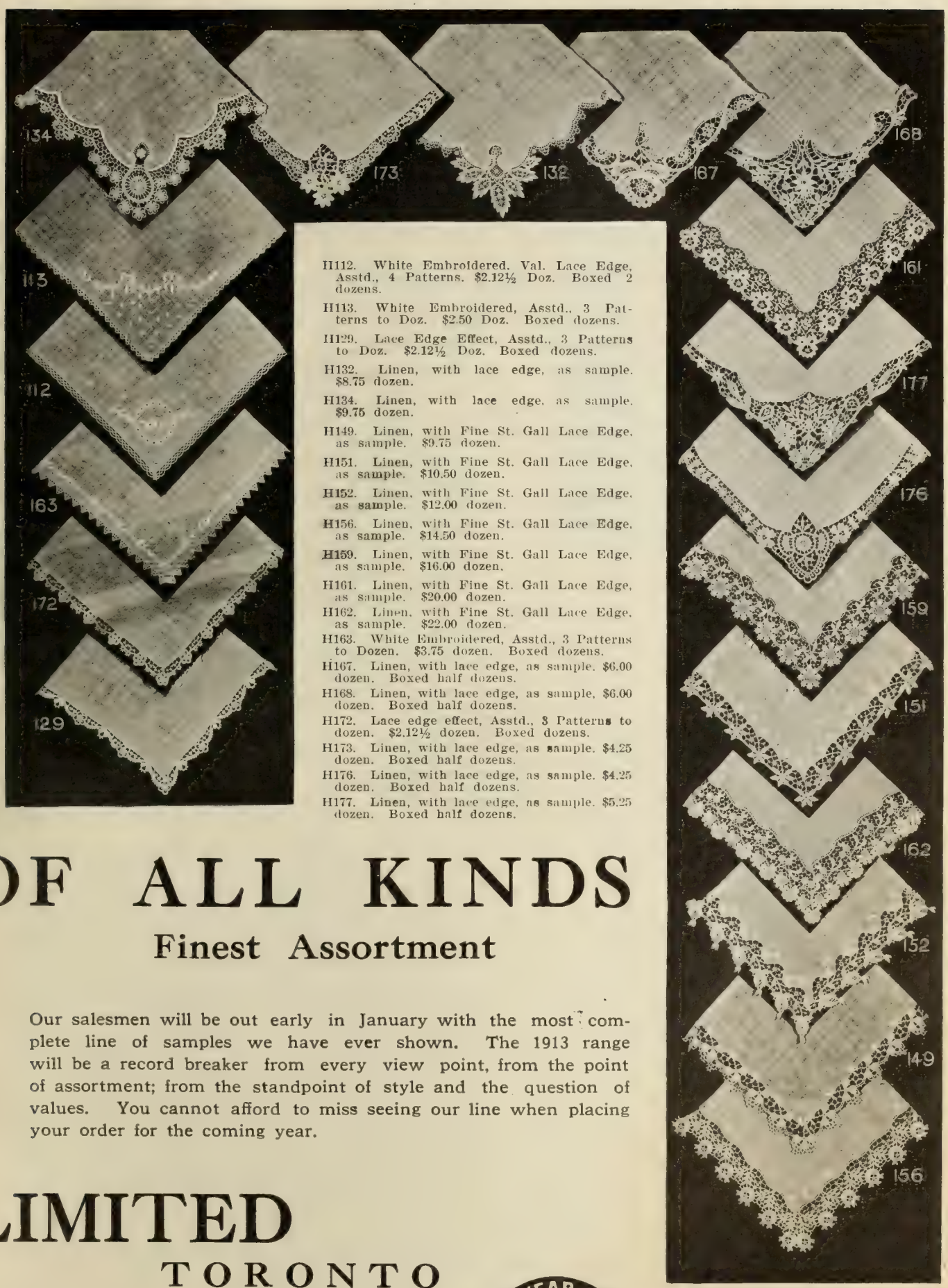
For Immediate Delivery

Handkerchiefs in all the leading 1912 styles in linens and lawns, embroidered, hemstitched and lace edged. The illustrated samples shown herewith serve only to give you an idea of our range. There are hundreds of patterns to choose from and the values are a feature as well as the exclusiveness of design. Select from these numbers, writing us as to your further requirements and we will give your order our special attention, shipping by return.

LADIES' WEAR

W. F. Goforth,
Managing Director.

LADIES' WEAR, LIMITED
Makers
TORONTO



H112. White Embroidered. Val. Lace Edge, Asstd., 4 Patterns. $2.12½ Doz. Boxed 2 dozens.

H113. White Embroidered, Asstd., 3 Patterns to Doz. $2.50 Doz. Boxed dozens.

H129. Lace Edge Effect, Asstd., 3 Patterns to Doz. $2.12½ Doz. Boxed dozens.

H132. Linen, with lace edge, as sample. $8.75 dozen.

H134. Linen, with lace edge, as sample. $9.75 dozen.

H149. Linen, with Fine St. Gall Lace Edge, as sample. $9.75 dozen.

H151. Linen, with Fine St. Gall Lace Edge, as sample. $10.50 dozen.

H152. Linen, with Fine St. Gall Lace Edge, as sample. $12.00 dozen.

H156. Linen, with Fine St. Gall Lace Edge, as sample. $14.50 dozen.

H159. Linen, with Fine St. Gall Lace Edge, as sample. $16.00 dozen.

H161. Linen, with Fine St. Gall Lace Edge, as sample. $20.00 dozen.

H162. Linen, with Fine St. Gall Lace Edge, as sample. $22.00 dozen.

H163. White Embroidered, Asstd., 3 Patterns to Dozen. $3.75 dozen. Boxed dozens.

H167. Linen, with lace edge, as sample. $6.00 dozen. Boxed half dozens.

H168. Linen, with lace edge, as sample, $6.00 dozen. Boxed half dozens.

H172. Lace edge effect, Asstd., 3 Patterns to dozen. $2.12½ dozen. Boxed dozens.

H173. Linen, with lace edge, as sample. $4.25 dozen. Boxed half dozens.

H176. Linen, with lace edge, as sample. $4.25 dozen. Boxed half dozens.

H177. Linen, with lace edge, as sample. $5.25 dozen. Boxed half dozens.

OF ALL KINDS

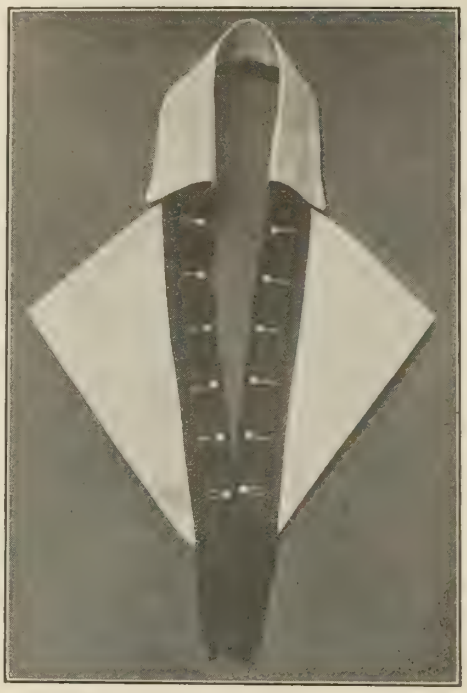
Finest Assortment

Our salesmen will be out early in January with the most complete line of samples we have ever shown. The 1913 range will be a record breaker from every view point, from the point of assortment; from the standpoint of style and the question of values. You cannot afford to miss seeing our line when placing your order for the coming year.

LIMITED

TORONTO

LADIES' WEAR, LIMITED
Importers
TORONTO



No. 1—Smart Robespierre collar to wear outside the coat. The collar and revers are detachable from the black satin vest effect. Shown by Flett, Lowndes & Co., Toronto.

prominent. Rows of rhinestones and colored brilliants are a new idea.

Bows are a big item and are shown in almost bewildering variety. Many are centered with slides set with rhinestones and colored stones. Some of these slides are of celluloid tinted to imitate metal and are very light in weight. Sometimes this center is of Irish crochet. All bows are not in colored velvet or in black and white, for fancy Dresden and Oriental patterned silks are beginning to be used.

The sale of pleatings and frillings is increasing, frilling being used at the collar of the coat in such a manner as to give the appearance of a Robespierre collar.

DEMAND FOR NECK RUFFS.

During the past few weeks there has been an increasing call for neck ruffs. Popular numbers are formed of pleated Malines with a velvet or satin ribbon center and fastening under a chou of ribbon at the back or side of the neck. Shirred and ruched chiffon is also used and the vogue of ruffs is so marked that it gives excellent promise of a further continuance and development when the Spring season opens up. In better priced goods marabout and ostrich ruches and flat neck ruffs are selling. The flat pieces are finished with ends and loops of ribbon to match and long tassels of chenille finish each end of the short round boas. Many of these ruffs are accompanied with muffs to match and often a single flower or a posy of made ribbon is used as a decoration on both ruff and muff.

In better neckwear the Medici is developing from the Robespierre. These are developed in tulle or pleated lace and stand off from the neck at the back. Also they are appearing in stiff embroidered colors and in light laces so cut and boned as to stand away from the neck.

Large lace collars in Venise, macrame and in real and imitation crochet lace are very big sellers. Large shawl collars with either rounded or square backs are the big sellers, but the newer collars are in modified Robespirre in collar and revers outlines. Cerise is still the leading relief color but the new combination color is amber, and for evening neckwear amber and white is rivaling black and white.

Scarfs for holiday selling are a leading item and buyers have made a liberal selection from the novelties shown. The new scarfs are ample in length and width and really form a comfortable wrap that envelops both head and shoulders.

Some scarfs are extra large, notably those of crepe de Chine. These scarfs come in pastel shades and are ornamented with woven-in stripes in self color. Handsome scarfs of China silk are richly embroidered in floss silk in pastel and natural shades on white, and in amber and dull gold on the darker



Ladies' Robespierre muffler, of corded silk with Dresden satin lining. Can be worn open or close-fitting. Shown by R. D. Fairbairn Co., Toronto.

NECKWEAR

FOR

Immediate and Holiday Selling



No. 9165. $4.50 Doz.

ROBESPIERRE COLLAR AND JABOT OF SILK AND FIND NET.

Neckwear
as
Perfect and Stylish
as
Long Experience
and
Best Available Skill
Can Produce.

We will give
Your Orders
Prompt and Careful
Attention.



No. 9160. $6.50 Doz.

OF BLACK PAILLETTE AND FINE NET WITH SHADOW LACE. TRIMMED WITH JEWELS. IN ASSORTED COLORS.

MANUFACTURED BY

FLETT-LOWNDES & CO., LIMITED

142-144 FRONT STREET WEST : : : TORONTO



Modified Robespierre with vest effect of sheer net with narrow revers held down with tiny satin buttons and ending under a flat satin bow. The pleated lace revers are of very fine shadow lace. Shown by A. & T. Hall, Toronto.

shades. Another expensive scarf is developed in a light Venise lined and edged with Liberty satin. The lace is the ivory shade of old lace and the satin is either black or dark blue. The newest printed scarfs in mousseline and chiffon show rosebuds or Dresden bouquets in different colors and with natural foliage and these scarfs are also heavily studded with silver and gold tinsel spots. Very handsome and Oriental looking are black chiffon scarfs decorated with tinsel and colored composition spots in gold and dull red. There is always a staple sale for evening scarfs in black, and in white Spanish lace and some very rich scarfs are selling in both the real and a lighter imitation.

Larger Use of Embroideries

Lace-like novelties the feature with Colbert designs in the lead — Voile crepe and ratine embroideries strong

Now that the cutting-up trade is busily developing the sample lines of waists and dresses for the coming Spring season everything points to a larger use of embroideries than was earlier thought to be possible. No one expects another big season of all embroidery dresses, but embroidery combined with lace will be largely employed for the standard Summer lingerie gown. Flounces and bands as well as medallions are to be used and the thing manufacturers of dresses and waists are after is novelty in effect and design. Makers of embroideries have made every endeavor to meet this demand by producing many new and striking effects. The majority of these have a lacy tendency and this feature also continues into the cheaper numbers.

Many buyers are taking up the Colbert and Carrick-ma-cross patterns and these bid fair to be the novelty next Spring and the Bohemian patterns as applied to laces have also furnished another new idea.

Voile has become a staple fabric as a background for embroideries and this year crepe has been added.

Confidence in Veilings

Buyers in Europe report enthusiastically as to the effectiveness of the new patterns for Spring. The present soft finishes and effective meshes are continued as they are so well liked that it would be difficult to find anything to take their place. New patterns are in the nature of combination effects with tiny chenille dots forming part of the pattern.

Present selling colors are black, white and also navy and purple, while taupe is being asked for by the better trade.

It is not on the fact that veilings will be in demand that the houses that carry these and kindred lines base their estimate of the coming season. It is the whole trend that is promising—the increasing favor accorded to fluffy neckwear, the revival of the Malines and chiffon ruff, the fact that milliners are buying Malines, and the re-appearance of sheer and transparent materials for dressy wear. Shadow nets, Venise and embroidered nets, printed, bordered and floral designs on voile, ninon and chiffon. Mar-

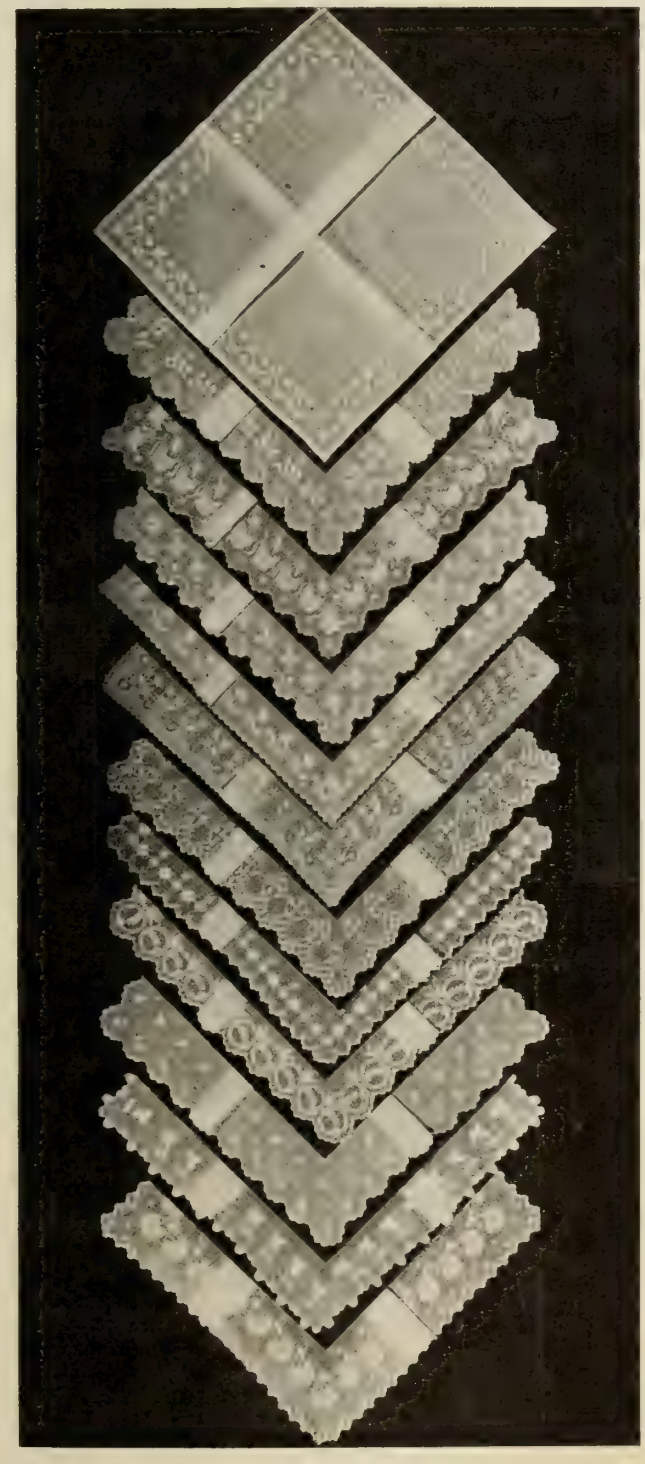


On the left, a navy China silk scarf with ends embroidered in amber silk and gold thread. The other is a floral printed chiffon scarf with ground work of silver tinsel spots. Shown by Novelty Import Co., Toronto.

Voss & Stuffmann, Ltd.

"The Dress Accessories House"

wish to call their customers' attention to their large and well assorted stocks in Laces, Embroideries, Trimmings, Neckwear, Etc., suitable for the coming holiday season. If you require anything in these lines, you are almost certain to find it in our stocks at all times.



Our Specialties

Laces
Embroideries
Trimmings
Neckwear
Ribbons
Hosiery
Corsets
Curtains
Etc.

Our Salesmen

are on the road with samples of our Lines for immediate delivery as well as Spring Import.

Samples of any line gladly sent on request.

12 St. Helen Street : Montreal

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IMPORTERS AND MANUFACTURERS' AGENTS

64 WELLINGTON STREET WEST,
TORONTO,
CANADA

R. C. WICKWARE PRES
H. Y. FARR SECY-TREAS.

Christmas Handkerchiefs







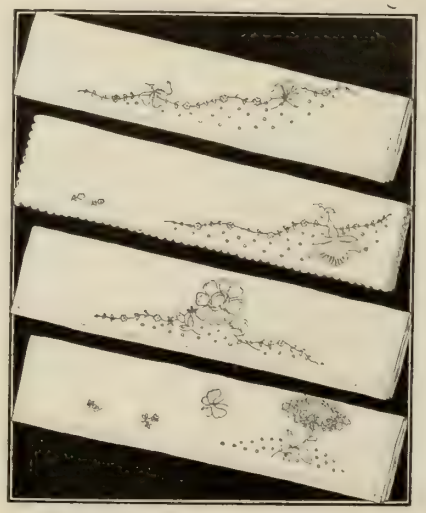
We need not impress on you the ever increasing Christmas trade demand for the fancy handkerchief.

It has grown in favor to such an extent that thousands of dollars every year are spent in lacey little necessities for Christmas giving.

We have a few overs after filling our import orders.

We are known as the handkerchief house of Canada because of our immense assortment and special values.

Our values are well known by those who have had them. **If you haven't tried us test us now.**



We handle everything from the plain linens and lawns to the most expensive lacey creations, among which are the Point Venise in corner effects and edges, hand and machine embroidered corners with Armenian Lace edges and the hemstitched edges.

Swiss hemstitched edges with corner embroidered, as well as the now much wanted side effects.

Open orders will receive personal attention and for your approval when delivered.

The Lace Goods Company, Limited

Empire Building, 64 Wellington Street West, Toronto

If a man's particular

he's particular about his gloves



---and will insist on getting

Trade Mark Registered

PERRIN'S

WARNING

There are now on the market gloves which imitate the genuine PERRIN Gloves.

Every Dealer knows that the object is to take advantage of the high reputation of the old established house of "PERRIN," and thus secure a sale for goods which—without the name—would be practically unsaleable.

Legal means have been taken already, in several countries, to stop any and every attempt to trade on our reputation, and the courts have sustained us in all cases.

The terms "PERRIN GLOVES"—"PERRIN'S MAKE" and our well known trade marks, are registered and cannot be used in connection with any other gloves than those procured from PERRIN FRERES & CIE.

Dealers are warned against any imitations of our gloves. Through the medium of the public press we will notify customers to be careful about the gloves they buy—to look carefully for our trade marks—and to refer to us should the occasion arise.

Famous the world over

Perrin Freres & Cie.

28 VICTORIA SQUARE

Montreal

HANDKERCHIEFS

and

Fancy Madeira Linens

FOR THE XMAS TRADE

While we have made almost extravagant provision, both in assortment and quantities, we would suggest that you see our ranges at the earliest possible moment, either with our representatives or at our warehouse, while we have the quantities in each line and before the choicest numbers are all taken up, as there will be considerable difficulty in filling orders as the season draws near.

Our Stock is Now Complete

Nisbet & Auld, Limited

32-34 Wellington Street West, Toronto

L T V Co.

Christmas Novelties

Veilings
Laces
Silk Allovers
Garnitures
Hair Bands

¶ We have a complete range of the latest Evening Scarves, Garnitures and Hair Bands suitable for Christmas trade at popular prices.

¶ Write us for shipment on approval.

The Thompson Lace & Veiling Co., Limited
76 Wellington St. W., Toronto

Pewny's Kid Gloves

Letter orders for

Glace Kid or Suede Glove Specials at $6.50, 9.00, 10.00, 11.50, 13.50, 15.00, 16.50, will be carefuly attended to.

Large stock of Long Kid Gloves now in stock.

We have at present a complete stock of unlined and lined Gloves for Fall, both in fine and working goods.

Place your orders with our travelers NOW for any special lines you may require for Spring and Easter trade.

GREENSHIELDS' Limited
MONTREAL

"P. C." Corsets

Designed to Please

Every P. C. Corset is a producer of comfort and satisfaction. It is designed to please the Canadian women, and results go to prove that it has accomplished its end.
Leading merchants everywhere sell P. C. Corsets because of the mutual benefit both they and their customers derive from them.
It is a modest assertion to say that P. C. Corsets have no equal in the market to-day for style, comfort and wear. Prices range from $4.50 to $40.00. The values are the best.



Parisian Corset Manufacturing Co., Limited
Quebec
Ontario Branch—126 Wellington St. West, Toronto

We have Ruffs for Immediate Delivery



These Styles Show the Newest Novelties

The holiday season will soon be with you. We are in a position to execute any order that may be placed with us, and will receive our careful attention in every detail.

Combination Black and White Effects are still Strong Sellers

WRITE US FOR SAMPLE ORDERS

R. D. Fairbairn Co., Limited

107 Simcoe Street, Toronto

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It is now as easy for Canadian embroidery buyers to obtain Neuburger Embroideries as their brothers on the other side of the national boundary. Our agent, Jul. Heim, 308 Coristine Building, Montreal, is at your service.

Neuburger Embroideries

have for many years been classed among the leading successful lines sold in the United States. Their splendid reputation has been built on a QUALITY and VALUE basis.

Our agent is ready to show you NOW a large assortment of attractive dress novelties—45 inch flouncings and galloons on voile and mulle—as low in price as honestly made and absolutely reliable merchandise can be sold for.

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THE EMBROIDERY HOUSE

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Plain Simple Meshes
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Assortment sent on approval by request. Express prepaid.

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BRAIDS and CORDS
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PARASOLS AND UMBRELLAS

Special Attention
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THE IRVING UMBRELLA CO.
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Top Rung Ribbon Values



We're right on the top rung of the ladder when it comes to ribbons. We carry ribbons of all kinds, from the narrowest baby ribbon to the very widest sash. Ribbons of all kinds, widths and shades for every purpose, and at prices that are right.

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Get in touch now with Barry's Ribbons. We guarantee prompt service and perfect satisfaction.

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J. R. GALBRAITH, Manager



DRESS GOODS and FABRICS

The Buyers Viewpoint

That silk fabrics will continue their importance during the coming Spring, and that on this market, Charmeuse will be a leading fabric is the accepted opinion. Orders are now being booked for Spring delivery and a considerable quantity of this fabric is already sold.

Brisk silk business — Re-orders on velvets, velveteens, plushes and pile fabrics — One firm makes special display of rich brocades — Rough finishes, reversibles and worsteds for Fall 1913-14 — Spring to be another white season in wash fabrics

THE silk department is doing big business and re-orders from the retail trade are plentiful. The fabrics selling are chiefly velvets and velveteens, plushes and pile fabrics, charmeuse, crepe de Chine and duchesse mousseline, paillettes and other soft-finished satins and the millinery trade is taking moire to a limited extent. Brocades are the high novelty and from the interest now taken in the expensive imported fabrics the deduction is obvious that brocaded fabrics are to be of importance in the near future.

Recently, one of the large Toronto stores made a special showing of high-class brocades in the silk department that has been a matter of special comment. The fabrics shown included velvet patterns on a ground of faille, charmeuse or chiffon, all in self color, the colors shown being navy, Persian, Copenhagen, champagne, amber, tan, golden brown, fuchsia, coral, amethyst and mauve. In black, white and evening colors, satin-striped and brocaded chiffons with an over brocade of gold or silver were a high novelty that was much admired. Another silk fabric that attracted attention was a silk poplin with narrow velvet stripes. This was shown in black with colored stripes and in colors with self stripes. Rich tapestry brocades in decidedly Oriental colorings and with the pattern outlined with silver or gold threads are being employed both for millinery and trimming purposes. City trade is taking kindly to cord silks for trimming purposes and for the limited trade that can sell silk fabrics for tailored dresses and suits, cord silks of all kinds from failles to Ottomans are showing in black, black and white, and street shades. Novelty cords show rich colored grounds subdued by a looped rib-like incut velvet of black.

That silk fabrics will continue their importance during the coming Spring and that on this market charmeuse will be a leading fabric, is the accepted opinion. Orders are now being booked for Spring delivery and a considerable quantity of this fabric is already sold. With charmeuse, as a leader, there promises to be a considerable outlet also for soft satins, such as paillettes and messalines for the trade that demands a cheaper silk.

Mutual Forbearance

The following from the New York Journal of Commerce, October 21, which reflects the situation here with regard to cotton goods as well, makes refer-

Monoplane FLANNEL



MONOPLANE FLANNEL

for Pyjamas, Night-gowns, Children's Dresses, Shirt Waists, Skirts, Boys' Blouses, Men's Shirts

33 inches wide *Fast Colors*

A perfect woven wash flannel, with a firm but soft feel, has the wearing qualities of fine wool. Will not scratch, and unlike wool, shrinks very little. Made in a large and attractive range of designs and colors.

DOMINION TEXTILE CO., LIMITED, MONTREAL

ence to "mutual forbearance," which it would seem, will be a necessity, and not a choice:

"There is a general complaint of non-delivery. This is expected to increase in November, as the mills that have not been able to get or hold the operatives, are not able to give buyers the goods they ordered some months ago. Mutual forbearance has already been talked, and buyers know they will have to forbear in the matter of cancellations, as they must have goods, and if one mill cannot supply them in the time sought, others certainly cannot, as all are in the same boat, when it comes to handling goods for Spring at this late day."

Higher Prices Indicated

Shortage in cotton crop may affect Spring repeats — Stocks pretty well cleaned up

Montreal, November 1.

Present indications point to higher prices for cotton goods. Reports from the cotton districts recently have not been by any means encouraging and raw cotton has advanced considerably. Last season the cotton crop was about 16,000,000 bales, but the outlook now is that this season's crop will not exceed 13,000,000 or 14,000,000 bales. This would mean a considerable shortage and a consequent advance in prices.

It is not likely that prices for Spring will be affected as the mills have sold practically their entire output, but it may affect repeats and it is almost certain that, unless later reports are more favorable and that this season's crop is larger than now seems probable, prices for next Fall will show quite a marked advance.

During the past year or two stocks on shelves have been pretty well cleaned up and there is little or no reserve for them to fall back on. With stocks short and prices higher the retailer will, therefore, be affected unless he is prepared.

White Wash Goods Season

Ratine cloths, cotton serges, diagonals and whipcords are the novelties for Spring, 1913

Another white season is predicted for 1913 and wash goods buyers are preparing accordingly. Such staple fabrics as lawns and linons are not of any great importance, but white voiles and crepes retain the hold they gained last season and novelties consist largely in the combination of embroideries and ratine patterns on a voile or crepe ground. Ratine cloths are strongly featured and in addition this season there are many fabrics in cotton closely imitating the serges diagonals and whip-cords so popular in the wool dress goods department. These fabrics are very handsome and their perfection of finish is due to the mercerizing process.

In addition to the above fabrics, there is every evidence of a further development in favor of the cord family, and such material as poplins, cords, Ottomans, piques and welts have been heavily ordered for the coming spring.

In the colored section practically the same materials are showing as in white goods. Voiles, crepes and ratines come in plain colors, and the serges and diagonals are showing in two-color effects in imitation of the wool goods. Many of these materials also show a woven or printed stripe in a contrasting color. Voiles and crepes show silk stripes and also ratine and handsome printed floral borders.

The cord family such as poplins, Bedfords, welts, piques and Ottomans are showing in plain colors and also in various striped combinations, also in plain grounds with stripe, dot and figure printings. Poplins and cords with silk stripes are among the most attractive of the colored wash fabrics shown.

Attractive Novelty Fabrics

Velour effects will have high position for Fall, 1913-14 — Softness of finish the feature

The novelty end of the Spring business is now developing and when the way in which the high-class trade in increasing in the Dominion is considered it must become evident that this kind of business is increasing in importance. New samples from abroad show that softness of finish is the feature in better-priced goods and that velour effects will have a high place and many attractive novelty fabrics are showing but they are all of the velour type. Ratines are also in demand and so great at the present time is the call for this cloth that manufacturers can not turn them out fast enough. Yorkshire makers of naps and ratines have so many orders on hand that the question of delivery is a vexed one, and no order for delivery before January or February can be accepted.

Mills are preparing samples for the winter of 1912-13, but it will be some weeks longer before the full collection will be on view. Advancing prices promise to form the chief stumbling block ahead, for both woolen and worsted yarns advanced since the opening of the Spring 1913 season and are now considerably higher than they were at the opening of the present fall and winter season. This condition has been met in many cases, however, by the production of lighter weight cloths. Samples so far shown include rough fabrics and ratines, reversibles and worsteds. Reversibles, it is said, are to again make a good showing in spite of all contrary predictions.

Capture the new customer and draw the old one closer by selling



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UNDERWEAR

the underwear that smooths out the wrinkles in the underwear business and holds trade as well as creates.

Plan on doubling up on your 1912 business in 1913 by going in for underwear that has a reputation and daily backs it up with increasing sales.

Let us show you some real ginger for your underwear department. Something that will put life into it and build a future business. See "Peerless" soon. You'll benefit by Peerless Co-operation!

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The "PIRLE" (Reg'd) Finish.

"Indispensable for the Open-Air Girl."



See what **"THE QUEEN"** calls the magic words THE "PIRLE" FINISH stamped on the selvedge.

A "PIRLE" COSTUME does not mark or cockle with rain.

"Lady's Realm" says:—"The outdoor girl who loves to cycle, walk, and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will remain unspotted and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."

"Madge," in **"Truth,"** says:—"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer. The Proprietors undertake to make good any material so stamped that has been actually damaged by rain."

"Pirle" finished Cloths and made-up Skirts in great variety to be obtained from Leading Importers.

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—an all-wool HEWSON Cloth, suitable for lumbermen's coats, pants, etc.

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—just the thing for workingmen's shirts.

Untearable Bannockburn Tweeds

in many new and attractive designs for spring.

SOLD ONLY THROUGH JOBBERS AND CLOTHING MANUFACTURERS.

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Loria Tricot
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Modena Poplin
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Silk Warp Ravena Twill
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Cord Espagnol
Silk and Wool Poplin
Arosa Whipcord
Lavene Whipcord
Arixona Whipcord
Petite Corduroys
Mohairs and Serges
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Veletta Satins
Resildas
Wool Voiles
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Miranda Costume Serge
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The Lowther Whipcord
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Lingerie Muslins

Sheer Mercerised Muslins

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MANUFACTURERS OF

Italian, China and Japan Trams, Organzines and Sewings, Tussahs, Floches, Flosses, Spuns, Twists.

Machine Sewing Silks, Embroidery Silks Flosses, and Lace Silks.

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"How do you spell SHOWERPROOF?" "C-R-A-V-E-N-E-T-T-E, of course!"

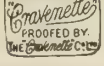
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Therefore this stamp is a guarantee, not only of showerproof properties, but also of the quality of the material.

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GOLD MEDAL
LINENS

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Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

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Sold by leading jobbers

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210 St. James Street - - Montreal



Fur styles for 1913 confirmed by retail furriers — Novelty styles for next year's samples — Repeats by catalogue number or competitive buying — This season's selling will decide next Fall trend — Good season in prospect

CUSTOMERS and prices decide the issue of coming fur styles or samples for 1913. Furriers and merchants have to depend on sales to suggest next season's style interpretation. At present, wholesale manufacturers are busy and retailers with complete stocks are not interested or preparing to any extent for next year. Some houses are ready in January with new lines and other manufacturers do not show new sets until March. However, retailers define the trend by their success on this season's selling and limits of price, as it favors different furs, during the next few months.

* * *

An Optimistic Trade

Sales at advancing prices and trade catered to with people's earnings and savings a main factor, will show this season's demands. Weather is the only influence to be considered otherwise. Manufacturers and retailers are optimistic and hope for a larger turnover than last season. So far, placing orders are up to expectations and repeats are satisfactory. The trade is anxiously waiting the opening of the season with more favorable weather than a year ago.

One of the first indications, judging from this season's orders, is that, with prevailing prosperous conditions, extremes of novelty and price will give designers full scope in creating styles and suggesting new fur combinations. The selling importance of different furs, outside of sentimental preferences, is another influence, as success of each fur under present conditions is largely a matter of price. This or that fur is highly thought of but it must be admitted that the success of competitive furs is a direct result of price and is a development of greatest importance. In more staple wholesale furs or in novelties each furrier has this knowledge at its source to size up fur selling and the situation for another year. This knowledge is now affecting 1913 styles as designers are looking for the keynotes of inspiration, both from the larger cities of style and in repeat showings of the retail trade at large.

Buying by catalogue does not guarantee a correct estimate of selling influences or merchandising competition.

Repeats are sent in on catalogue numbers and trade is educated to sell for special orders and continue on stock numbers throughout the season. This is a great boon and educating the trade has cost a lot. Results from this practice are not in the retailers' interests at some seasons of the year, however. Buyers lose style tendencies and merchandising values of a late season or clean-up competition. Anticipating advances is improbable.

* * *

Results of Advancing Price

While prices are steadily advancing or remain firm, furriers gain any advantage there may be in prices maintained by manufacturers during the season. No firm in Canada is able to assure their prices throughout the season because of the enormous investment required and chances of market conditions. Some prices are advanced already and are not being filled at old quotations, but that the retailers' profits for the balance of this year are affected is another matter. Advances are expected and paid every season. Merchants are usually impressed with advancing prices and the advantages of present buying.

Arguments favoring competitive repeat buying are that furriers could often buy furs of similar styles and sell them as well as wanted catalogue numbers. Time is saved with immediate stock. Many garments or pieces available are not subject to any

Established
1852





High Grade Furs

for

Men, Women and Children

Moose Head Brand Furs

secure satisfied customers

Try this Brand for your Sorting Orders

CLOAKS IN

DROPPED MUSKRAT,
HUDSON SEAL,
NEAR SEAL,
PERSIAN LAMB,
ASTRACHAN,
FUR-LINED.

SMALL FURS IN

ERMINE,
MINK
HUDSON SEAL
PERSIAN LAMB,
and a full line of staples.

MEN'S FUR-LINED COATS

Correspondence solicited

L. Gnaedinger, Son & Company

90, 92, 94 St. Peter Street - - - - - MONTREAL

Please mention The Review to Advertisers and Their Travelers.

NEAT BACKGROUND AND RICH DISPLAY



This window was one of a series by L. D. Anderson, for Holt, Renfrew & Co., Toronto, used in the fur and millinery opening for 1912-13. The crotched mahogany background was relieved by panels of light brown with design in air brush relief. The pergola topping these and the connecting lattice were in white, and showed leaf, fox-tail and fern in rich colorings of Autumn. The corner shows a portion of a pyramid which was used to display Persian lamb and ermine skins, with silver fox skins crowning all. The figure to the right was wearing a broad-tail coat with pointed fox trimmings, and to the left was shown a very striking figure in Baltic seal and ermine. Other furs displayed were Russian sable, ermine, Persian lamb and copper sable. Quantities of Russian ermine skins were used effectively in a border design around all.

advances because of being made up. Furriers are enabled to secure values on some lines at clearance prices, as the season advances, which are improbable by usual repeat methods. As an improvement, the trade has a splendid opportunity for comparison in both wholesalers' and retailers' interests. This refers to cleaning stocks and selling lines at actual market values though bought to advantage. Besides, style tendency and comparative selling sequence are confirmed.

* * *

Next Year's Styles

No one knows positively what departure next year's samples are to take. First reports state they will be similar to this year's styles, with minor changes to add novelty. Plain and animal styles always follow and are regulated by different furs and their adaptation. For instance, ermine, mink, Hudson seal, Persian lamb, mole, muskrat, marmot and kindred furs, trimmed with heads and tails or heavy fringes suggest plain styles, with few changes. Long-haired furs, fox, wolf, skunk, Isabella and Columbia sables and coney in animal styles are usually associated with prices. Skunk is the one fur which is advancing beyond what the trade want to pay. Relative selling values and outside prices are the only limits from style standpoints. Class of trade catered to is a matter of locality.

Wide scarfs and flat ties, in all sizes, especially extremes, plain tassel-finish, pointed or fringed square ends are to be shown in several added novelties. Any of the pelts, especially short-haired, are made in these ties. Hudson seal in shadow, reversible effects is likely to be particularly strong again on account of this year's vogue and general satisfaction in service. Throw ties and scarfs follow the usual proportions but the sale of wide ties is apt to lessen the demand for both. Bias trimmings are a feature

Change in Muff Styles

Muffs are changing somewhat in size and shape and semi-flat styles, with shirred silk sides are probable in new dimensions. Usual measurements are 15-17 inches wide and 14-16 inches deep but novelties are 13 inches wide and 17 inches deep. Envelope styles in muffs with bias trimmings on short hair furs are extremely smart. The application of heads, tails, fringes or ornaments favors bias treatment. Caper throws and shoulder pieces to match muffs carry out the bias idea on one shoulder at the back.





"BISHOP" FURS

There are two big factors which distinguish the BISHOP COAT. They are Durability and Appearance.

Every Bishop Coat has to measure up to our high standard of quality before it is allowed to leave the factory. Ask your dealer about them.

BISHOP ROBES have earned for themselves a reputation for good appearance, durability and warmth, that is second to none.

The secret of their success lies in the careful selection and tanning of pelts, the high quality of linings, and the skillful workmanship.

You had better stock a few Bishop Robes this Fall, the result will be satisfaction for you and for your customers. Ask your dealer for them.

THE J. H. BISHOP CO.

SANDWICH, ONTARIO

Northland Furs



SEAL EFFECTS
ARE IN BIG DEMAND

We have a big stock ready in

NEAR SEAL JACKETS
HUDSON SEAL JACKETS
ELECTRIC SEAL JACKETS

PLAIN OR TRIMMED

ALSO LADIES' FUR SETS IN ALL FASHIONABLE LINES

THE WALDRON-DROUIN CO., LIMITED
Wholesale Manufacturers MONTREAL

Good, heavy rich fringes appear again. So much fringe has been used on cheaper furs and by small furriers that designers are limiting its use to heavy rich qualities.

Warmth necessitates long coats and for this reason lengths are 50, 52 and 54 inches, according to the wearer's height. Designers who have visited larger centres talk of introducing 40-inch cut-away models for novelty. Similar outlines, deep shawl collars and silk ornament fastenings are the only verifications.

Hudson seal and near seal, with ready-to-wear opposition in pile fabrics affecting the sale of fur-lined and trimmed garments, are conditions for another year. The best only—magnificence of style and trimmings, linings, etc., in the former and fine shells with mink collar and rat linings in the latter— is the trend. First-class assortments are being prepared at the outside prices and according to grade. The trade can anticipate garments to cost about the same as this year in the different furs. Beavers sell for western trade but quotations are higher than profits and selling prices warrant buyers paying. The numbers of Isabella dyed so-called new furs add to the variety of long coats at prices that appeal to the trade.

Should Have Successful Season

At present, there are no reasons, why the trade should not have a successful selling season. One season, fur stores hoping to get a share of the trade may cause ill-feeling in competition, but they cannot make money by cutting prices. At all events the seasons are short enough and with any kind of suitable weather, merchants have no excuse for allowing competition to get the better of their good judgment. Sales at the first of the season should account for profits. Good merchandising in the latter months augments the percentage showing.

On those furs, whose quotations are advancing, prices are maintained for this very reason. With proper furs, correct values and good styles and assurances that many are to remain for next year, merchants can afford to adhere to prices. Sequence of style and end-of-season prices are easily watched to advantage by each furrier who takes the trouble to keep in close touch with the market. And this is so, notwithstanding indications of advancing prices or, as far as the balance of this year's business is concerned, on the basis of those quotations. Meanwhile manufacturers look to retail sources for confirmation of next season's style.

Jubilee of Windsor Firm

Established in Windsor, Ont., fifty years ago, the dry goods firm of Bartlet, Macdonald & Gow is this year entering upon its golden jubilee. The jubilee is being celebrated by alterations, now nearing com-

pletion, which will add materially to the facilities for business. Recently it was decided to enlarge the premises and the adjoining property was purchased for this purpose.

The firm was founded in 1862 under the name of Cameron & Bartlet. Ten years later, Donald Cameron succeeded to the sole management, which he retained till 1877, when George Bartlet became a partner. Both gentlemen are since deceased. Until 1887 the business was carried on under the name of Cameron, Bartlet & Co. Following the retirement of Mr. Cameron to return to his native heath, Colin Macdonald joined the firm, which continued as Bartlet & Macdonald until 1903, when Alex. Gow, of the accounting staff, was taken into partnership, the firm continuing as at present constituted for nine years.

Fair and honest dealings, the handling of reliable goods, and an intelligent effort to satisfy the customer, form the basis of the firm's success.

Credit and Credit Granting

H. B. Buell, Syracuse, N.Y., addressed the first Fall meeting of the Ontario division, Ontario Credit Men's Association, in Toronto recently, on "Credit and Credit Granting," and though addressing jobbers and manufacturers his remarks were likewise applicable to the retail trade. Honesty, capital and ability were the elements to be taken into consideration in extending credit, he stated. He advised against the struggle towards success on too small capital. Unless a man had sufficient capital to enable him to take his discounts and convert other opportunities to advantage, he had a hard uphill fight in the face of strenuous competition.

Credit, said Mr. Buell, should not be granted on surface conditions or on mere chance but should be based on accurate information consisting of statements as to financial condition, personal habits and integrity of the applicant, and the prospective creditor should see to it that the customer had adequate fire protection.

An announcement was made at the meeting that a branch had been established in Vancouver, B.C., thus completing a transcontinental chain.

Paying the Merchant

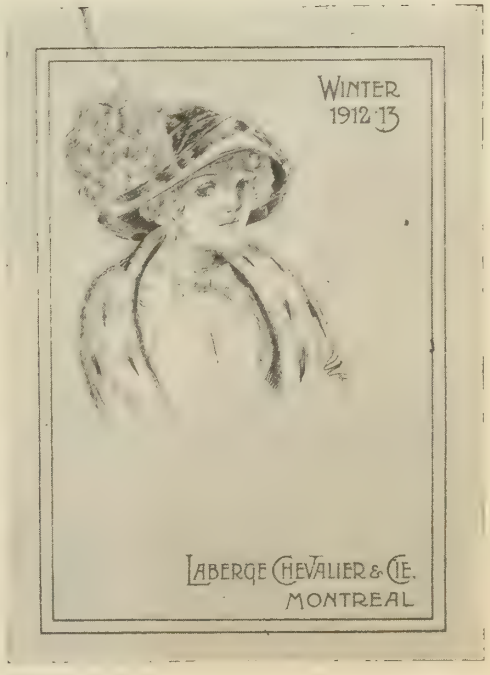
The McLeod (Alberta) Advertiser commenting on the prospect of good crops and the "return of the dollar" calls upon the farmer to remember the local merchant who has been "carrying" him, and adds:

"There are always two sides to any question. The other one to the one under discussion is this, Mr. Farmer: Give your home merchants and all local tradespeople all the support you can by dealing at home, until you find that self-same tradespeople send work and employment (if for nothing else) out of town that is justly coming to those who help to make the home town a better place to live in. All of our local tradespeople are not blame-worthy in this respect, and such being the case, they deserve the whole-hearted patronage and confidence of our farmers and townspeople. But—there are exceptions. Enough said!"

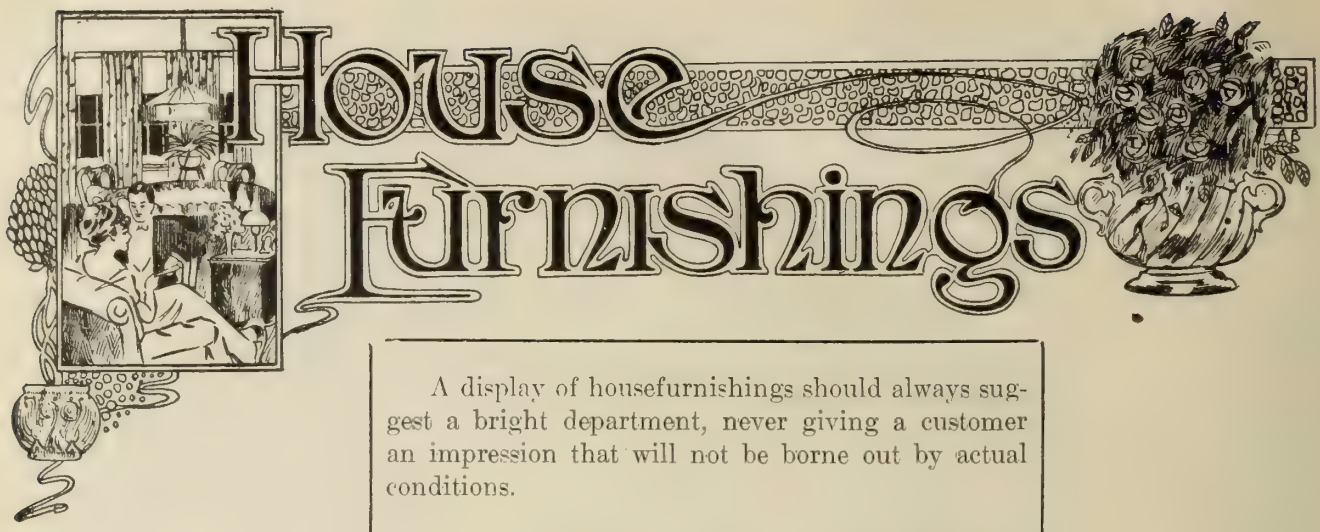
Getting After Across-the-River Trade

John Dalton & Son, Fort Erie, Ont., who make a specialty of Canadian woolens and certain British import lines such as raincoats, linens and cutlery, get after Buffalo (N.Y.) business through a four-page folder in which they describe the goods and compare prices. Here is a paragraph: "In sweaters, the chief difference lies in price. Our $6 sweater sells $10 to $12 in Buffalo. Our $1.65 Jersey, $3 in Buffalo. The same sweater, same quality, can be bought in Buffalo but at nearly double our price. Daltons is no place for cheap goods. If you want cotton mixtures, inferior workmanship, bargains or sales, please stay in Buffalo. Quality pays."

F. Lancaster, with A. H. Lofft & Co., St. Mary's, intends opening a store in Vancouver, B.C.



Front cover of winter fur catalogue issued by Laberge, Chevalier & Cie., Montreal. This book of thirty-two pages is richly illustrated with half-tone reproductions of models for the present season, and also contains practical descriptive matter and style information.



A display of housefurnishings should always suggest a bright department, never giving a customer an impression that will not be borne out by actual conditions.

Bright advertising, effective display, good arrangement necessary if the merchant would make the most out of his house furnishings — Should be one man in the store who is an authority on treatments — Make every display or advertisement convey a suggestion

ARE the merchants in smaller centers making the most of their housefurnishings department? This question is asked because it would seem that some dealers are overlooking the opportunities in this section in order to pay greater attention to other departments which promise brisker business. While retailers have noticed a remarkable change in their customers' buying during the past four or five years, it may be questioned whether they have recognized in it a factor which is as important in the housefurnishing department as in that which relates to personal attire. Customers are asserting their individuality to a greater extent than ever. It is a change which calls for expert salesmanship, for demonstration and for suggestion which appreciates personal preferences and ideas and develops them along lines acceptable to the customer.

* * *

Demand for Something Different

In the treatment of home interiors people are inclined to avoid duplication, in order to work out something different. The designer of a large drapery department points out that formerly there was more or less similarity in home decorations, and a conventionality which imposed less need for originality upon his department. So varied are the fabrics, so diversified the effects, so insistent is the demand for something different, that the designing department has become a scene of unprecedented activity and the make-up section a most profitable one.

This, then, is the condition that retailers small and large must consider seriously. It is not enough for the merchant in a town say of 5,000 people to content himself with the fact that he has a certain amount of money invested in carpets, drapery fabrics, curtains and comforters, and that these are stowed away neatly on an upper floor or some other obscure corner. This idea will not do for the housefurnishings department to-day. It must be given an equal chance, and it will not be found unresponsive.

* * *

An Authority in the Store

In every store there should be at least one man to whom a customer can go with some confidence. Whether the store has a workroom or not, whether its housefurnishings be conducted on a strictly departmental basis or not, at least one person on the staff should be quite as much an authority on interior home decoration as the salesman of ready-to-wear garments is of the styles represented in the stocks that he has been given to sell.

It may not be news to some dealers to know that the mail order house has in its large and perfectly equipped department one of the most effective mediums of capturing local business. Let it be supposed that a family goes to the city on a few days' visit, and while there do one of the large stores. What department is it that presents one of the most striking contrasts when compared with that to which they have been accustomed. It is the housefurnishings department. Carpets, rugs, linoleums, fabrics, nets are so well displayed that it is almost impossible to get past them.

SORTING ORDERS



Down Comforters and Pillows

We have manufactured well ahead in anticipation of a brisk holiday trade, and are in a position to make prompt shipments, providing we hear from you at once. This business is under new and aggressive management, and dealers can be sure of value and satisfaction if they send their rush orders to us.

The Toronto Feather & Down Co., Limited

35 Britain Street, TORONTO, ONT,

MONTREAL AGENTS

Messrs. J. F. Hughes & Co., Cor. St. Catherine & University Sts., Montreal, Que.



Corner in a well arranged drapery section, showing harmonizing chintz treatment of windows and furniture. Displays like these undoubtedly sell the goods, and can be worked out on large or small scale in any housefurnishings department.

Attractive Arrangement Needed

Of course, the city department is given more floor space than the average merchant has in his entire store, but that fact should not be a discouragement. Strong display, instructive advertising, clever salesmanship with a thorough knowledge of the trend in home treatment will make the department one of the most interesting and profitable in the store. It is the one department also that can be so developed as to strengthen the reputation of the store as an establishment that knows its business.

In too many stores it is the case that the housefurnishings department does not receive the attention it should in the matter of attractive arrangement. Rugs are used for ledge trims, and are otherwise displayed through the store, but frequently is it the case that their suggestive value is ignored by failure to group with them the fabrics which would harmonize in a room treatment. In fact, one ledge trim noticed not long ago consisted of small rugs, alternating with two or three bright-hued kimonas. Of course, it is good style to have the carpet and dress harmonize, but this was not the result in the case noted. The display was based on expediency and had no definite selling idea back of it. In every case, displays should be indicative of a bright department, never giving the customer a false impression. It is one section of the store where suggestion is a most important factor, and the goods should be shown in agreeable surroundings.

Display, advertising, salesmanship and suggestive arrangement of lines in relation to each other are necessary in the average housefurnishings department.

Fashions in Upholsteries

Tracing the styles from vogue to vogue — Simple treatments not likely to be quickly discarded

Without regard to distinctive period characteristics, probably the one word that describes the present tendency in home treatment is simplicity. Rich, warm colorings are a feature in carpets as well as in fabrics, and these lend themselves most effectively to simplicity in design and application of hangings and upholstery. Discussing the trend in fashion as it relates to this subject, the Upholsterer, a New York publication, recently had this to say:

In fabric design and general decorative ornament there is practically nothing that can be tabulated as

(Concluded on page 87)

GREENSHIELDS LIMITED

Carpet Department Spring, 1913

FOR the coming season the above Department is showing all the latest novelties and conceptions known to both the Carpet and Drapery trade. We respectfully draw your attention to the following lines:—

CARPET SQUARES, 115 patterns, all sizes and qualities.

COMFORTERS, wool filled and eiderdown, satin lined, suitable for Christmas presents; all prices.

OILCLOTHS and **LINOLEUMS,** the best English and Scotch makes. Our Linoloid is worthy of your attention.

BLANKETS, white and grey, English, Scotch and French makes; all qualities and weights.

PILLOWS, covered with the newest patterns of ticking.

LACE CURTAINS, all prices and designs, including the new Lambrequin Curtains.

BUNGALOW NETS, from 10 to 75c.

TAPESTRY TABLE COVERS, round and square, all colors and prices, from 4x4 to 12x4.

TAPESTRY CURTAINS, all the latest patterns.

MADRAS MUSLINS, strongest lines in Canada.

ART MUSLINS, ENGLISH and **AMERICAN** patterns.

SATEENS, the strongest range shown the trade, from 10 to 17c.

Chinese **MATTING,** Japanese **MATTING, CRETONNES,** English, French and American patterns, 31 in., 36 in. and 52 in.; all the latest Chintz designs, from 13c to $1.50 yd.

QUILTS, white and colored, fringed and unfringed.

SILKOLENES, in flower and Chintz designs.

Canada's Largest House Furnishing Department is waiting to serve you.

GREENSHIELDS LIMITED

MONTREAL



Make the Holidays Increase your Profits

You will probably have hundreds of calls for Asbestos Table Covers and Mats before the holidays. Are you prepared to supply the demands of your customers, no matter what style, shape or priced goods they want? You will be sure to please them if you handle the J-M line.

J-M Asbestos Table Covers and Mats

are made in our own factories, from Asbestos which comes from our own mines. That's why we can sell you goods of the highest quality at a price that will enable you to undersell your competitors and still make a better profit yourself.

Send in your order to-day—or write our nearest branch for booklet and special prices to dealers.

The Canadian H. W. Johns-Manville Co., Limited

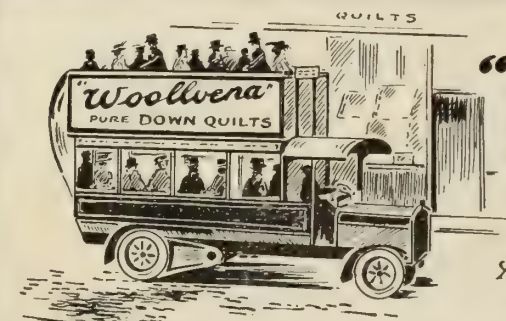
Manufacturers of Asbestos and Magnesia Products

TORONTO MONTREAL

Trade ASBESTOS Mark

Asbestos Roofings, Packing, Electrical Supplies, Etc.

WINNIPEG VANCOUVER



STOCK "Woollvena" PURE DOWN QUILTS

And the cars will stop at your door

No window is more attractive to the general public in the Autumn than a well dressed one of "WOOLLVENA" PURE DOWN QUILTS. The effective blending of the numerous beautiful colours and designs of these popular goods afford ample scope for the display of the window dressers' art.

Note the Points of Woollvena Selling Helps:

- (1) *Electros for your Catalogues. FREE*
- (2) *Novel, effective and artistic Show Cards by Eminent Artists. FREE*
- (3) *Delicate Delightful and Dainty Window Tickets. FREE*
- (4) *Valuable and Expensive Pattern Books and Shade Cards for Special and Re-covering Orders FREE*
- (5) *Advice on Advertising. FREE*

"We make Business Easy for You"



Send for Catalogue to RUSSELL & WOOLLVEN
28/30, CHRISTOPHER ST., FINSBURY, E.C.

Agent for Canada—Mr. Fraser, 232 Central Avenue, London, Ontario

WALL PAPERS

THOUGH we have had forty-six representatives on the road this Summer yet it's quite possible they may have missed YOU, and you might have thought of putting in a stock of WATSON-FOSTER Wall Paper.

Of course it's never too late to buy, but it would be wiser to take the matter up now—before too many colorings are withdrawn, and while we have salesmen in your vicinity.

You are under no obligation to buy if you write us in this connection, though you probably will, because the 1913 line is quite the finest we have ever produced.

THE WATSON, FOSTER CO., LIMITED
MONTREAL

The 1913 Range of "DEARDEN'S"

QUILTS

Is now on it's Way to Your Store

This is the finest range we have ever offered the trade. The line is most comprehensive, embracing everything in quilts,

This line is now being shown by our travelers, and will be of interest to every buyer. The name "Dearden" stands out pre-eminently in the quilt trade.

See the "DEARDEN" Range

R. H. COSBIE, LTD.
IRISH LINEN AGENCY
30 WELLINGTON ST. WEST - TORONTO

Oriental Rugs

TO THE TRADE

The increasing demand and public education for genuine Oriental Rugs makes it almost necessary now for every housefurnishing, carpet and dry goods store to carry a stock of them. The fine new residences being built in all parts of Canada require fine Oriental Rugs, and if the dealers do not carry them the customers are sure to go to other larger cities to get them.
I always have a very large and complete stock of all sorts of genuine Oriental Rugs from

SMYRNA—PERSIA—CAUCASSIA
EAST INDIA AND TURKEY

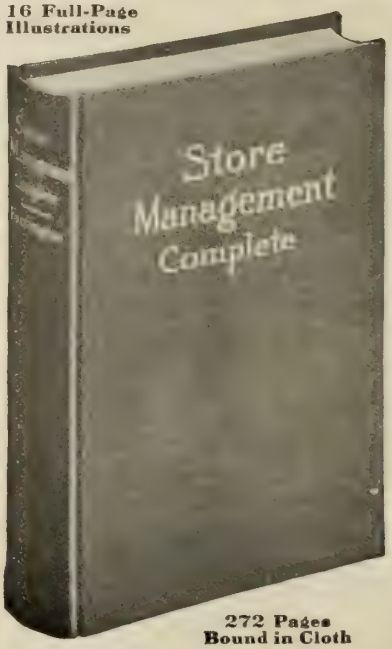
For immediate delivery and import orders are taken now for fall delivery.
My 16 years' experience in Canada, as well as my exceptional buying facilities in the Eastern markets, enables me to offer the finest productions of Oriental hand-looms at the lowest wholesale prices.
Mail orders always given my personal attention.

Levon Babayan

Wholesale only
77 Bay Street, Toronto, Ont.
Constantinople, Smyrna, Tiflis, London

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Please mention The Review to Advertisers and Their Travelers.

Fashions in Upholsteries

(Concluded from page 82)

being strictly American, and so it is impossible to determine by a native standard just which types shall be popular and lasting and which shall be shortlived and evanescent. It may take years, and frequently does, notwithstanding America's reputation for fickleness of taste, before a new style really becomes properly appreciated; but just as surely as any style has distinctive merit it will be accepted by a few and its appreciative use by the few will lead to a larger use and eventually to a vogue.

At present in the upholstery trade there is a distinct appreciation of Austrian, Hungarian and South German ornamental compositions. Little diaper fabric repeats, allover florals, diminutive patterns and checked designs are being sold in increasing quantities.

Whether or not the vogue will continue depends to a great extent on the way in which these fabrics are employed. Furniture styles have always influenced more or less the character of fabric design for upholsterings. The flowing florals of William Morris were specifically adopted to the billowy luxury of the upholsterings of his day, while the same type of chair would be hopelessly weak in a simple diaper pattern of to-day.

On the other hand, the heavy designs of the pre-Raphaelite school would be equally out of place if applied to the modern simple lines of upholstered pieces.

It is always interesting to trace the changes of styles from vogue to vogue. Fifteen years ago when Mission furniture and Arts-and-Crafts treatments first began to become popular, plain fabrics, figured velours in two-tone combinations and inconspicuous stripes found ready appreciation. It was the vogue of the tailor-made girl, when the key to public favor was simplicity.

Succeeding this period there was a considerable demand for the French styles in furniture, with a return to floriated silks for upholsterings.

Jacobean, Cromwellian, William and Mary and Flanders furniture caught the popular fancy of the succeeding few years, with heavy wool tapestries, coarse damasks and antique fabrics to correspond. For two or three seasons past the vogue has been all for Georgian furniture, which has, perhaps, now reached its zenith, and interspersed among the fabrics which show Adam and Chippendale motifs there are these new Hungarian and Austrian diaper patterns which suit so well the simple lines of Georgian upholstered furniture.

What the next type of upholstered furniture to find popular favor may be would be difficult indeed to say, but we venture to predict that simple types, even for formal rooms, will not be quickly discarded.

Best Display Racks



THE DENVER DRY GOODS CO.

DENVER, COLO.

To whom it may concern:--

We have two of the Best Rug Display Racks which have been installed about five months, and we are fully convinced that it is one of the best systems of handling Rugs we have ever seen. We can get along with less help in the department and customers express themselves as being much pleased by this means of displaying and selling Rugs. The goods are kept in much better condition and the racks are ornaments to the department. We believe our racks have been the means of increasing the sales in Rugs during the few months we have had them in use.

Respectfully,

THE DENVER DRY GOODS CO.

Per. G. H. Hood

Supt.

Old Rug-Showing Methods are Doomed

if evidence such as the above, which is daily being received by us, is any criterion. We have hundreds of such letters as this to verify our claims for the "Best Rug Rack." Let us send you our illustrated catalogue. This will explain all and prove instructive to you. Write to-day.

JOHN H. BEST

235 South Exchange Street
Galva, Illinois

Also Builders of Linoleum, Comfort, Blanket, Lace Curtain, Drapery and Portiere Display Racks.





MILLINERY

The Buyers' View Point.

Fur extensively used in mid-winter millinery, combined with plush, velvet and brocade. Feather and fur flowers used, also rich Oriental embroideries. Dress hats are large with fur bands and rich paradise or osprey. Smaller hats have either brim or crown of fur.

Advance Ideas in Spring Millinery Modes

Shapes are varied, but Empire and 1830 modes promise to lead — Under-brim trimmings likely to be well featured in the form of shirred, pleated and puffed facings — Better outlook for flowers, and the acceptance of Malines is certain — Smaller head-sizes introduced.

MILLINERY modes for Spring season 1913, are forming and advance preparations are steadily on the way. Fashion as applied to the general business and for the majority of the trade is really only a matter of following on, but the following must be done intelligently and the right track has to be carefully taken.

The first question of importance is the shape of the hat, and it would appear that Empire modes are to be greatly drawn upon. As at the present time fashion will not tie herself down to any one period and Empire modes will be supplemented by models drawn from the 1830, and also from the Renaissance and Cavalier periods. Louis capelines and Lavallere models will show in Leghorn, hemp and Milan, and beretta and tam models will have a large following. There it will be seen that models will be varied enough to satisfy every choice. Undoubtedly the most prominent among the new features is the increasing use of trimming on the under brim. It is some time now since under-brim decoration was at all extensively used and therefore this feature comes as one that is quite new. In accordance with this new trend in fashions, fancy brim facings, that is, facings that are tucked corded or shirred, will all be used. And in addition, quantities of feathers and flowers will be used for under-brim decoration. Under-brim trimming of feathers forms quite a feature of the Cavalier and Renaissance models and this is an item that promises to carry over into Spring, while capelines and drooping models will have under-brim trimmings of flowers, lace, ribbon and Malines. Draped crowns will also be a feature on many hats.

For the early season beretta and tam shapes developed in cord silks, moire and satins will be good.

The vogue of black and white promises to remain important but, as a rule, there will be a little color added to the blend, and for this purpose there promises to be a continuance of the vivid trimming colors now in vogue only in softer, more delicate shades. Taupe is growing in favor and will doubtless be established as a leading color before the opening up of another season. Fashion is still taken up with various shades of more or less brilliant red. One of the latest introduced in Paris is a flame tint verging both on terra-cotta and coral. With the advent of hats less dependent upon the severity of outline for their charm there is a better outlook both for flowers and trimmings. This applies very particularly to Malines which are expected to be important in the coming Spring.

Another innovation that milliners will have to contend with in the coming season is the smallness of the new head-size. The head-size for sometime now has been ample and has allowed the hat to set well down onto the head. Head-sizes are to fit the head more closely and the back of the hat will not rest upon the wearers hair instead of covering it. This is a very radical departure and one that the milliner will have carefully to introduce.

Millinery Commissioners, Ltd.



noted for

FINE QUALITIES AND SMART STYLES

By the way of

Testing the Value of This Magazine

to us, we offer

400 HAND-TINTED MILLINERY ANNOUNCEMENT CARDS

SUITABLE FOR ANNOUNCING YOUR SPRING MILLINERY OPENING

Offer is open to every milliner, or merchant subscriber who writes us within a week of receipt of magazine. We wish to know how many people read the advertisements. It will cost us a good deal to find out, but it will be worth it. Simply write and ask us for cards. *We will select them for you in Paris in January,* and forward in plenty of time for your openings.

We send three men abroad each season, because we believe in the advantage of a range of millinery selected by three men rather than by one man. A one-man range simply expresses the limitations and ability of one man, and no one man is perfectly balanced. By sending three men abroad at one time we derive the benefit of the best that each man can give us. His shortcomings are detected and rejected at once. In this way we are able to offer you what we believe is THE FINEST RANGE OF HIGH CLASS MILLINERY SHOWN IN CANADA.

It will certainly be advisable for you to give our lines very serious consideration when one of our representatives interviews you. We can help make your millinery the attraction every one appreciates.

Millinery Commissioners, Ltd.

7 Front St. E. In Red Rose Tea Building, opposite Board of Trade. **Toronto**

Favored Midwinter Materials

Brocade, plush velvet and fur are the materials from which winter millinery is being constructed. Plush is used for picture hats, and the majority of them have the long line from front to back. There is a tendency to line these plush hats with rich-colored brocades or heavy embroideries. French sailor hats are also developed in plush and brocade and some of the smartest are trimmed with feather fantasies or bands. Feather and fur flowers while not quite new are shown in new varieties and are the latest flower trimmings employed. Handsome flowers of plush are also used.

All milliners this season are partial to the black and white combinations. White plush and white moire are the most used of the white fabrics and are often associated with black velvet and antique gold. There is some feeling for white and navy also relieved with gold. The majority of these hats have osprey or paradise garnitures of great beauty, or fancy ostrich garnitures may be used. Dress hats consist of large capelines or cloche models and all the trimming used consists of the feather effect, or of a band of fur and a modest cluster of silk or velvet flowers. Sometimes this cluster is really a bunch of velvet flowers cut from a printed and brocaded ribbon and padded so as to make the flowers stand out.

HOW FUR IS APPLIED.

Jaunty street hats are shown made wholly of fur or with the trim or crown of fur and the other portion of some fabric. A pork-pie turban, quite an 1830 shape, had the draped crown of brocaded faille. The ground color was a rich deep Oriental blue scattered over with set bunches of bright-hued flowers, the brim was of Hudson seal and a brush osprey was set up straight in front fastened in with an ornament of colored beads.

Another model had the crown full and high of tailless ermine and the trim of nigger-head plush while set up straight in front was a brush mount of fox fur.

Very handsome and very novel was the effect gained by another model also in tailless ermine. In this case the whole hat was of the fur, and the sole trimming consisted of a mitered end fringed with the tiny black tails, on the right side and balanced on the left by two feather flowers, one National blue and the other cerise.

FURS AND HAT TO MATCH.

Many handsome sets consisting of hat, pillow, muff and collar or scarf are showing, one of these was moleskin and taupe satin. The small skins were cut into diamonds each set with the pelt running in the opposite direction. The full tam crown was of the fur and so was the outer brim and a flange around the under-brim the rest of it being plainly faced with satin. The long scarf, almost as soft and as supple as plush, had a wide bias band of the satin folded over so as to form a narrow collar at the neck. The rug muff was pointed in front and also had wide satin band decoration, and both muff and hat had as a relieving touch a small cluster of glowing amber roses with foliage of brown and red shaded plush.

Peterborough City Council have been considering a proposal to establish a whitewear factory there. The industry would employ 130 girls and 50 men with a payroll of $6,000 a month. The city is asked to provide a factory, two stories high, and grant a loan of $5,000 for ten years at four per cent.

Wallaceburg has secured a high-class clothing manufacturer. The promoter is R. A. Tolton, Stratford, with whom are H. A. Stonehouse, S. D. Crothers and E. F. Hennegan.

J. Sutcliffe & Sons, who now have stores in Lindsay, Oshawa, Barrie and Trenton, are considering the opening of a store in Saskatoon, according to a report from that city.

Marabout Boas and Muffs Our Specialty

ALWAYS IN STOCK

		Boas.
20001—5 Rows, 2 1-3 yards long	@	$2.65 each
20002—6 Rows, 2½ yards long	@	3.25 "
20003—5 Rows, 2½ yards long	@	3.75 "
20006—5 Rows, 2½ yards long, Extra Quality	@	4.25 "
20007—5 Rows, 2½ yards long, Extra Quality	@	4.95 "
20009—5 Rows, 2⅞ yards long, Extra Quality	@	8.25 "
20010—6 Rows, 2⅞ yards long, Extra Quality	@	9.95 "
		Muffs.
20035—Medium Size	@	$2.90
20036—Large Size	@	3.25
20038—Large Size, Extra	@	4.75
20037—Large Size, with Nine Tails	@	3.85

BLACK, MOLE AND NATURAL.

E. M. de BOECK & CO., - 43 St. Sacrament St., - MONTREAL

Advance Styles For Spring Business

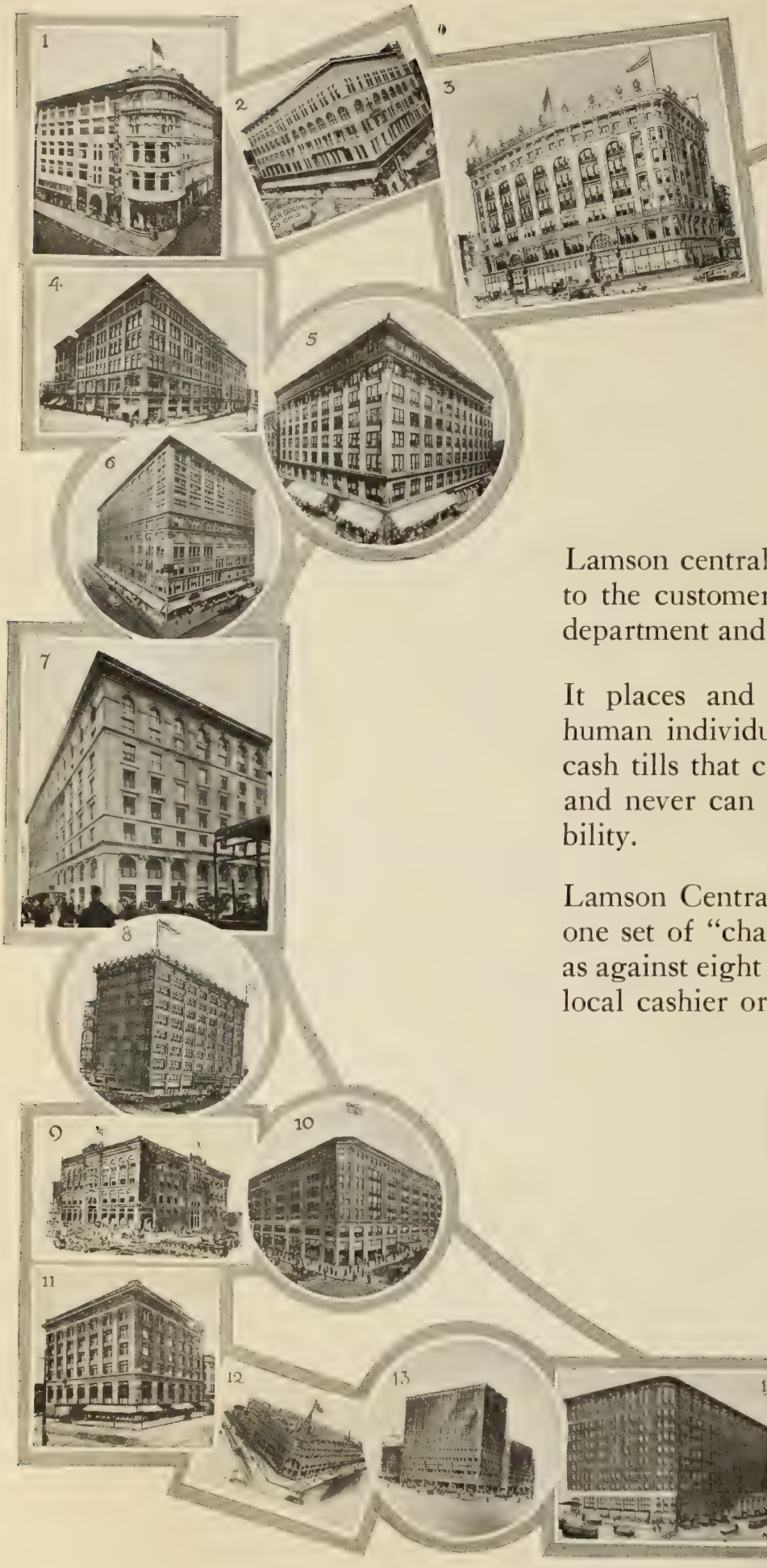
WE COVER THE GROUND OFTEN

with the largest selling force of any house in Canada at our command. We can keep the constant change of styles always at your door.
Our range of trimmed millinery, shapes and trimmings is the most complete, and the values are unequalled in the trade.

With the facilities that are at our disposal we will, as ever, keep in touch with the slightest style changes. These will be shown in our range before elsewhere.

Look out for the McCall line.

The D. McCall Company, L a.
TORONTO
Winnipeg Ottawa Montreal Quebe
Vancouver



LAM

60,000 Mer CENTR Your Sto

Lamson centralization is a bulwark of safety to the customer, the salesclerk, the auditing department and the merchant.

It places and PROVES responsibility on human individuals, not on mechanical local cash tills that create disorganizing suspicion and never can PROVE individual responsibility.

Lamson Centralization uses one cashier and one set of "change" for every eight cashiers as against eight sets of change required by the local cashier or DECENTRALIZED plan.

ASK YOUR

The Lamson

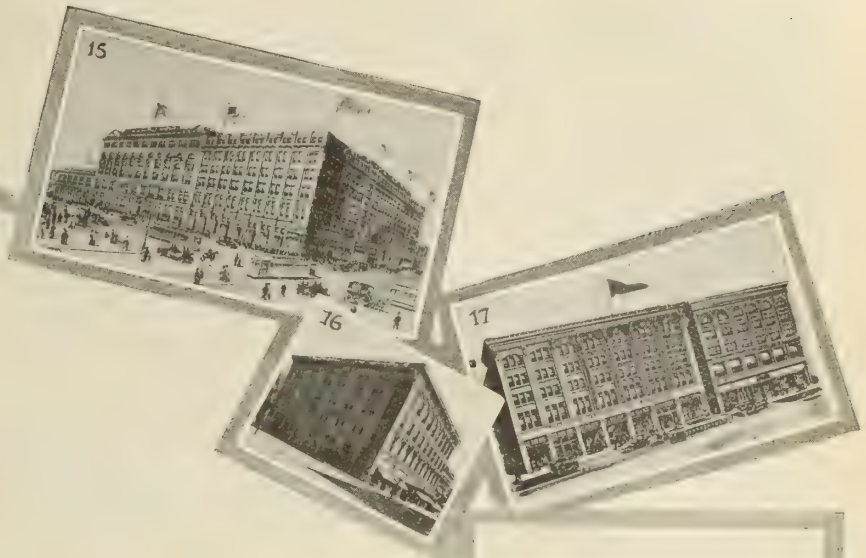
Boston,

Representatives in

SERV

SON

chants Say ALIZE re Service



Lamson Centralization isolates the cashier and eliminates the rush and excitement that pile up errors, loss and dissatisfaction from the out-of-date local cash till way—collusion is impossible by the "Lamson Way."

Lamson Centralization is the ONLY system that handles ALL transactions—cash, charge, C.O.D., Deposit, transfer, take or send — with EQUAL SPEED, CORRECTNESS AND EFFICIENCY.

Lamson Centralization carries the verdict of over 60,000 merchants who have tested both ways and risen up from the wasteful, inefficient local cashier method to the modern scientific Lamson CENTRALIZATION.

The Story of a Service Idea

A valuable new Lamson issue.

Sent to merchants on request.

NEIGHBOR

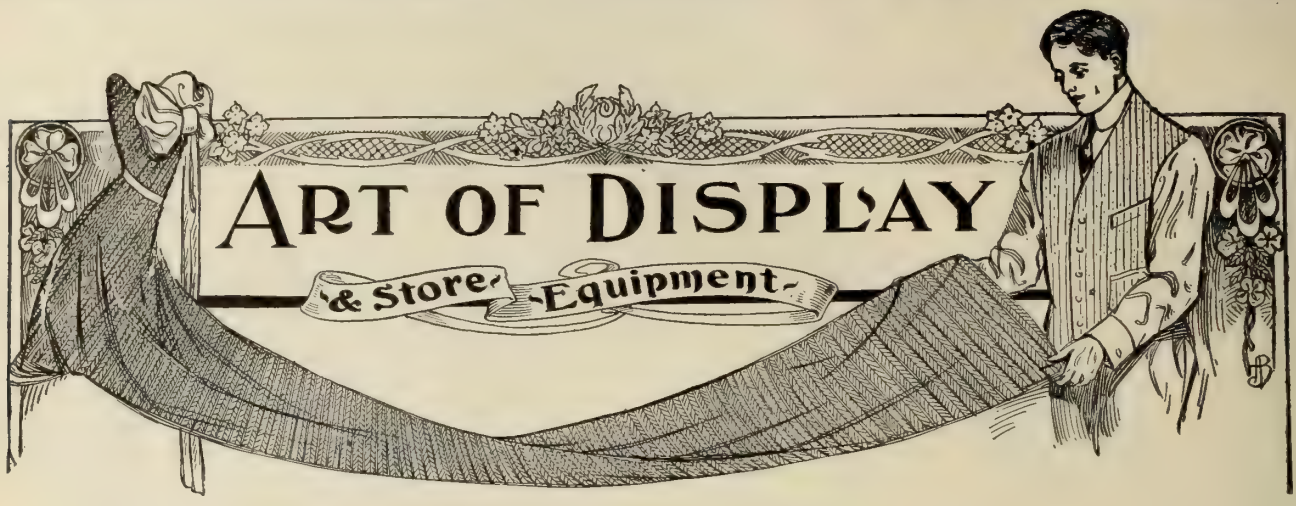
Company

U. S. A.

all Principal Cities.



ICE



Broaden Christmas business — Arranging special departments — Giving prominence to articles that are chiefly in demand — The work of the decorating staff during the final rush — Suggestions for counter and case displays — Importance of ticketing.

ROUTINE for window trimmers at Christmas is suggested by merchandising conditions more clearly than at any other time of year. Response to properly arranged displays is prompt and invites quick changes. An amount of stock in many departments has to be shown. To sell goods with least handling is advisable and while depleted stocks and pulled-down trims are inevitable, trimmers can foresee many of these conditions. Carelessness does not help sales, when trimmers work with the knowledge that effect of their display schemes may be spoiled, before being finished. Rather anticipate such demands and use in displays only seasonable lines which are duplicated in stock.

* * *

Handling Early Business

The slogan "shop early," and the educating of people in this respect is a reason why trimmers should be ready to handle this early business. After all, sales and not displays are wanted at Christmas.

But decorators have the advantage in that no amount of goods can convey the spirit or anticipate the holiday season without some display scheme. The problem is therefore to combine both merchandising and display to facilitate sales.

Follow a broad scheme carrying the entire stocks. Each year brings but slight changes to past experiences. With previous procedure as a guide, routine and stock conditions to warrant space, display and allotment of stocks, trimmers can carry their departments broader than a year ago. Starting about November 1st, special departments are arranged, booths built and duplicating stocks handled in these sections to relieve regular counters and simplify selling for extra salespeople.

* * *

Christmas a Time of Clearance

Salesmanship and display at Christmas are prompted by two motives: First, by giving prominence to those stocks that contain suggestive gift articles, and second, by watching sections to create sales on high-class or more staple merchandise, which people buy during the final rush. Customers are sold many novelty lines, which it is policy to clear in the height of the gift-giving season. From the merchant's standpoint, Christmas is a time of clearance, with the advantage of marked prices in most instances.

The first departure, which usually commences successful holiday business, is the arrangement of stocks. Many departments can spare room which is badly needed for other sections. After this is settled other display schemes are decided and everything is plain sailing. Decorators use their sense of selling merit in choosing goods, which are in sufficient quantities to make ledge trims or window displays more permanent. Work of replacing is reduced on busier days. Lines which depend on display are not lost sight of.

* * *

Plan for Final Rush

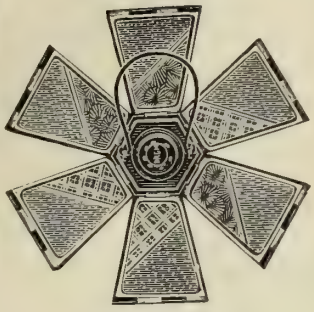
Routine of Christmas decorations and business works down to Christmas day, which comes on Wednesday this year. This means two months' hard work with a rush on Saturday and two final days to



No. 655. Holly Vine, 12 leaves and 12 berries, per dozen, 60c; per gross $6.00
No. 657. Holly Vine, 18 leaves and 18 berries, per dozen, 90c; per gross $9.00
No. 659. Holly Vine, 24 leaves and 24 berries, per dozen, $1.20; per gross $12.00
Vines are all made of green foliage, white edge and red berries.



Ready for Use.



Folded for Shipping.

	Ins.	Doz.	Gross.
No. 1700	3	$0.90	
No. 1701	4¼	1.50	$15.00
No. 1702	5	2.00	20.00
No. 1703	6	3.00	30.00
No. 1704	7½	4.20	42.00
No. 1705	10½	6.00	60.00
No. 1706	12	9.00	90.00

SEND FOR OUR COMPLETE CHRISTMAS CATALOGUE



FERN DISH FILLINGS.
FERNERIES IN BIRCHBARK DISHES.
Ready for sale over the counter.

		Each.	Doz.
No. 206.	4 inches in diameter.....	$0.40	$4.00
No. 206A.	5 inches in diameter.....	.50	5.00
No. 206B.	6 inches in diameter.....	.75	7.50
No. 206C.	7 inches in diameter.....	1.00	10.00



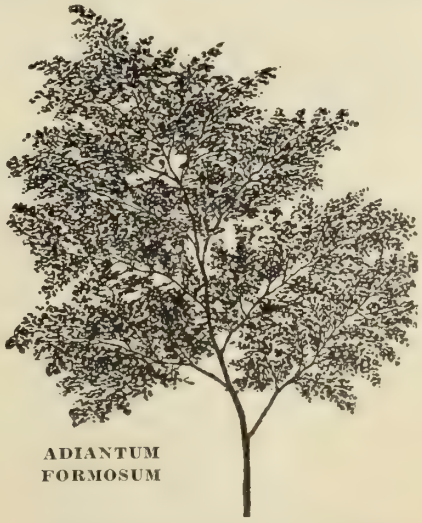
	Per 10	Per 100	Per 1000
S. BEECH BRANCHES. LARGE decorative branches not less than 36 inches long, red, brown or tan.	$1.00	$7.50	$70.00
Green or cherry red	1.20	8.50	80.00
Small branches, just the tips, in redbrown	.25 per lb.		
In green or cherry red	.30 per lb.		

	Per 10	Per 100	Per 1000
S. NEW BEECH BRANCHES. Transparent, preserved large branches, not under 36 inches, beautiful Autumn tints	2.00	18.00	160.00

On any quantity over 50 branches the 100 price, over 500 branches the 1000 price will be allowed.

T. MAHONIA JAPONICA, finest Autumn tints, per 25 ..... 2.00 per 100 7.50

U. BEECH GARLANDS. NATURAL PRESERVED, in one yard strips, ready to be joined to any length, foliage on both sides, just the thing for large interior or also out of door decorations.
Per yard in redbrown ..... .40 per 100 35.00
Per yard in green ..... .45 per 100 40.00



ADIANTUM FORMOSUM

A beautiful large fern leaf, transparent green, natural preserved. Useful for all kinds of decorative purposes, especially for ferneries.
In original packages of 25.

	Per 25	Per 100
In plain green	$1.50	$5.00
In plain red	2.00	7.00
In autumn colors	1.75	6.00



No. 637. Holly Spray, 3 leaves, 3 berries, per dozen, 20c; per gross ...$2.00
No. 635. Holly Spray, 6 leaves, 6 berries, per dozen, 35c; per gross ...$3.50
No. 651. Holly Spray, 9 leaves, 9 berries, per dozen, 55c; per gross ...$5.50
No. 644. Holly Spray, 12 leaves, 12 berries, per dozen, 75c; per gross $7.50
No. 645. Holly Spray, 18 leaves, 18 berries, per doz., $1.20; per gross, $12.00
No. 646. Holly Spray, 24 leaves, 24 berries, per doz., $1.50; per gross $15.00
The above Spray may be had in either green or white foliage; berries red.

POINSETTIAS

SINGLE FLOWERS

On 6 Inch Stems

No.	Per doz.	Per Gr.
455 Poinsettia, red, 5 in. in diameter. SATEEN .....$	.50	$5.00
455A Poinsettia, red, 6½ in. in diameter, SATEEN ....$	.75	7.50
455V Same Size as No. 455A but in VELVET red.....$	1.25	$12.50
455M Same Size as No. 455A but in METALLIC. Silver or any color .....$	1.00	$10.00
455B Poinsettia, red, 7½ in. in diameter, SATEEN ....$	1.00	$10.00
455VA Same Size as No. 455B but in VELVET red.$	2.00	$20.00
455MA Same size as No. 455B but in METALLIC, Silver or any color .....$	1.50	$15.00
455C Poinsettia, red, 8½ in. in diameter, SATEEN ....$	1.25	$12.50
455VB Same size as No. 455C but in VELVET red.$	2.75	$27.50
455MB Same size as No. 455C but in METALLIC. Silver or any color .....$	2.00	$20.00

POINSETTIA

IN CREPE PAPER

Any color.

	Per doz.	Per gross
Small	$0.40	$4.00
Medium	.60	6.00
Large	.90	9.00
Extra large	1.50	15.00

POINSETTIA SHADES

For Electric Lights.

Per doz. ....$2.00 Per gross $20.00

L. BAUMANN & COMPANY

IMPORTERS AND MANUFACTURERS

357-359 WEST CHICAGO AVENUE, - CHICAGO, ILL.



This window contains a simple but effective suggestion for a doll window at Christmas or any other time of year. In the centre is an eight-end see-saw decorated with flowers, and with dolls posed on the seats. At each side are dolls on settees.

plan for. Display windows are quickly dressed for Monday and Tuesday to feature sales in departments, found to require extra publicity or depending on undecided trade to effect sales.

Stocks are divided, therefore, by novelty suggestions as to price or suitability compared with departments where clearance is the object during the holiday rush. Suitable surroundings is important in some cases and with this in view, trimmings, parasols, etc., show best over dress goods sections. Linens are seasonable for display. Staple ledges combine quilts, comforters and blankets, sateens with cushion forms, covers and cords, or light muslins and laces and trimmings, smallwares and centre ledges show laces, embroideries, ribbons, fancy goods and handkerchiefs.

* * *

Counter and Case Displays

To facilitate selling some of the following arrangements are satisfactory in counter and case displays and in these sections everything is boxed free. Neckwear and belts are assorted in boxes at cash price—25c, 50c and 75c—with better lines in cases. Handkerchiefs sell from boxes at 1c each; 2 for 5c; 3 for 10c; 5c each, 6 for 25c; 10c, 3 for 25c; and 2 for 25c, or displayed on columns, arches or in decorative one-price schemes. Lines above that price kept on individual cards, handle better. Case displays at 25c to $1.50 each, usually cover the better demand. Kid gloves sell from stock boxes and are only augmented by counter and window displays and glove certificates. Fabric lines suggest box assortments at 25c, 35c, or 50c or at odd merchandising prices. Leather goods and hair goods are arranged similarly, ticketed in cases or boxed at prices. Ribbon departments are assorted so as to suggest uses and save time in finding widths, qualities and colors. Knitted goods departments are replete with all lines of sweaters' aviators' mufflers, mitts, etc., together for Christmas time.

* * *

Give These Lines More Space

Among other lines which get more space than usual, are motor-veils, aprons, all kinds of souvenirs, bath mats and in the ready-to-wear department, kimonas, silk underskirts, exclusive dresses and last assortments of women's and children's coats, suits and house dresses. If interior decorations are completed by December 1st, trimmers can devote the balance of the holiday season to windows and merchandising.

* * *

Everything Ticketed

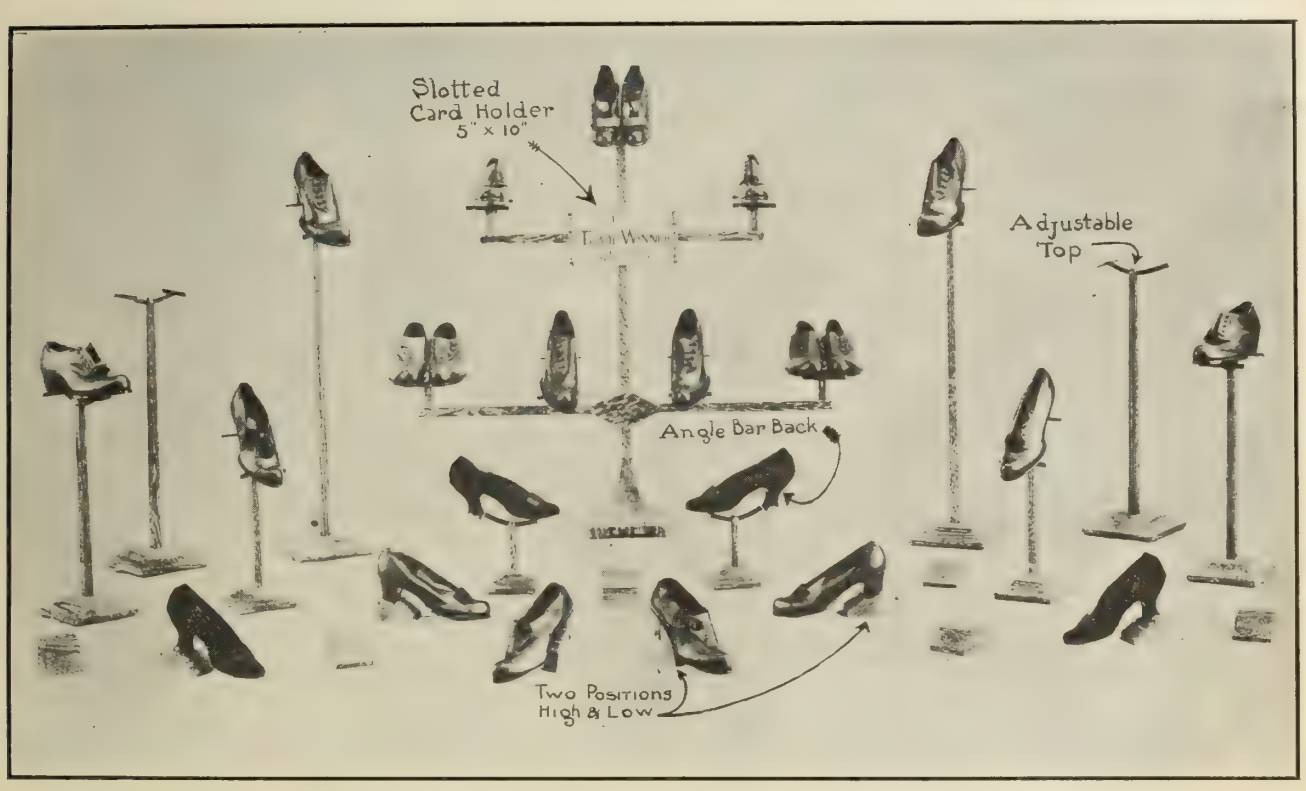
A similar program applies to windows only more aggressively. From now on everything ticketed with prices on neat, individual price cards is a good rule. A Christmas background with extra lighting is a setting for a series of windows, representing the whole gift stock. Every minute counts in display and energies are devoted to quick changes to create sales.

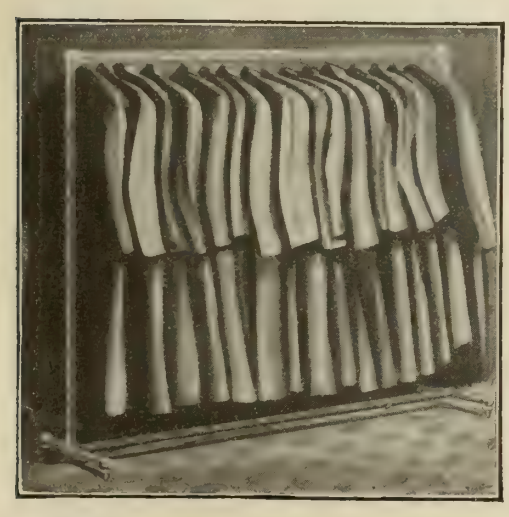
A Complete Window Outfit

$15.00 23 Guaranteed Fixtures $15.00

HANDSOME, substantial proportioned CLUSTER STAND, 37 inches high and 38 inches wide. Cross arms may be used above or below. Ten individual stands, different heights. Twelve two-position heel rests. Will display 29 single shoes, or 58 shoes in pairs. Made from selected genuine White Oak—shoe rests, oxidized metal, adjusted by solid brass bolt and knurled thumb nut.

Finishes, Natural Golden Oak, or Mission grain.
Made up ready to ship.





Extra Heavy Overcoat and Ladies' Suit Rack

Single Bar

Made of 1½ inch polished steel tubing, gilt fittings, ball socket rollers.

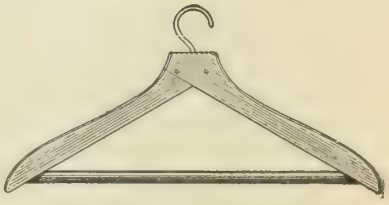
6 feet long, 2 posts....$ 8.00
8 feet long, 3 posts.... 9.00
10 feet long, 3 posts.... 10.00

Made of 1½ inch Oxidized Tubing

6 feet long, 2 posts....$10.00
8 feet long, 3 posts.... 11.00
10 feet long, 3 posts.... 12.00

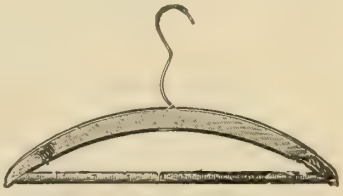
Single Rack

Mail orders filled promptly.



No. 33 I B—Combination Suit Hanger.

Per 100 .....$7.50
No. 33, same without bar, per 100 .....$6.50
No. 33. B. Boys, 15 inches wide, per 100 .....$7.50
No. 39. B. Overcoat, 20 in. wide, per 100 .....$8.50
No. 39. Overcoat hanger without bar, per 100 .....$7.50



No. 31 X B—Suit Hanger.
With tacked trouser bar, per 100 .....$5.00

THE TAYLOR MANUFACTURING CO.

HAMILTON - CANADA



The Santa Claus float is recognized as one or the most effective ideas for arousing the interest of children, and grown people as well, in the store. The float illustrated here consists of a low truck covered with a combination of white felt, batting and papier mache to form icebergs and icicles, and crystals in imitation of snow. Santa and his reindeers occupy a place on the float when animal figures are not available. A person attired as Santa Claus, distributing little favors, will capture the attention of the juveniles. For larger stores this form of advertising boosts business in toyland.

Several conditions are considered. The short time applies for more than one reason. People are buying earlier and sales must be increased on the last days by interesting late buyers. Pushing lines, with stock-taking ahead is reducing work for next month. advertised leaders have to be shown.

Allotment of windows is similar to that for ledge and interior stocks and the balance of available display space divided—novelties and selling lines first and slower stocks for the last week. Displays are on better gifts, whatever scheme is adopted to arouse interest in displays, whether Santa Claus, Christmas float, fireplace setting or mechanical.

Handkerchiefs, either one price or assorted are associated with the gift season. Some tasty trims are in combined handkerchiefs and perfumes, sachets, fancy bags, kimonas, boxed or booked lines.

Christmas novelties in neckwear, hand bags, scarfs, hosiery, parasols and numerous attractive accessories and small gifts make a grouping that results in direct sales.

A separate glove window with individual boxes and glove certificates gets a lot of attention from both decided and undecided trade.

Specialty departments, toys, books, stationery and toilet goods are given an exclusive space for the time and as many changes as possible made.

* * *

Salesmen and Windows Co-operate

Stocky windows sell the goods best at Christmas. Trimmers are kept busy re-arranging trims, replacing sold lines or keeping stock replete, both from ledge and window displays, except when necessity for showing is not too pronounced. Department heads are interchanging counter displays as selling results show the way. New numbers in last minute shipments are in and have to be shown. It is a splendid chance for co-operation.

Ready-to-wear, home furnishing gifts and slow numbers finish the last day of Christmas business with a flourish and keep stocks and fronts still looking smart. Efficiency and service are important factors till the end. If people want lines get them, whether they are in stock on ledges or in windows. It is the direct result of display and Christmas is soon over.

Window men help during the final days suggesting gifts, getting goods for other salespeople and doing everything possible to aid, save time in sales or avoid stock shortages and lost sales. After Christmas it is too late to make the most of the yearly rush of gift-giving.

Advertising Value of Displays

Decoration does not always bring out the selling power of a window — A notable demonstration.

We are beginning to hear a great deal about show window advertising, and the difference between window decoration and window advertising. Some of the largest manufacturers are installing special de-

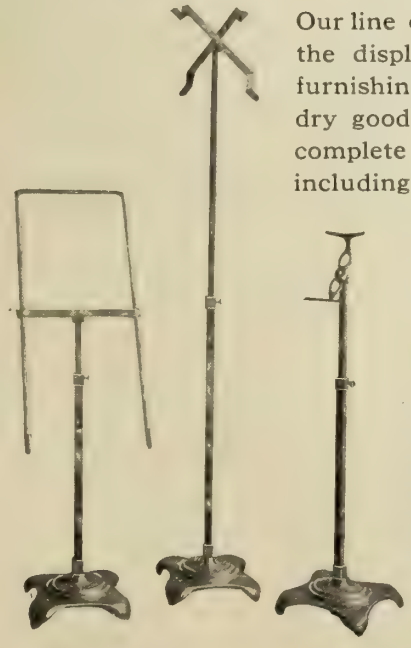


Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:
New York Grand Rapids Chicago
Boston Portland

Display Fixtures



Our line of fixtures for the display of men's furnishings or general dry goods is the most complete in Canada, including collar cases, neckwear display racks, belt racks, tee stands. etc. We are fitting stands similar to those illustrated here with our new Eifel tower base, the finest base ever brought out.

Write to-day for the Clatworthy Supplement.

Clatworthy & Son, Limited
"The Actual Manufacturers"
159-161 King Street West, TORONTO

FOR YOUR
Christmas Trims



You will want to give your store windows and interior a cheerful holiday appearance.

Don't wait to order your Christmas Decorations until you want to put them in your window. Order them now.

Space does not allow us to show more than one or two designs here, but we have a very wide variety—practically *everything in flowers.*

Place your order with **The Canadian Flower Co** and get your goods in time.

537—Red Poinsettia Spray, made with beautiful red poinsettia and white frosted foliage; could be made white, green foliage; size 36 inches long.
Price, each - - .75
" per doz. - - $8.00



547—Holly Wreath—Green foliage and red berry; size, 15 inches.
Price, each - - .45
" per doz. - - $4.20

The Canadian Flower Mfg. Co.
198 St. Paul St. -:- MONTREAL

Please mention The Review to Advertisers and Their Travelers.



BEFORE

partments to assist the retailer in making the best use of his window. Lithographs, cut-outs and posters are being sent out, either at a small cost or gratis. The manufacturers were first in their expression of the value of show window advertising, and are trying to make the retailer see the value of the window with the "one idea."



AFTER

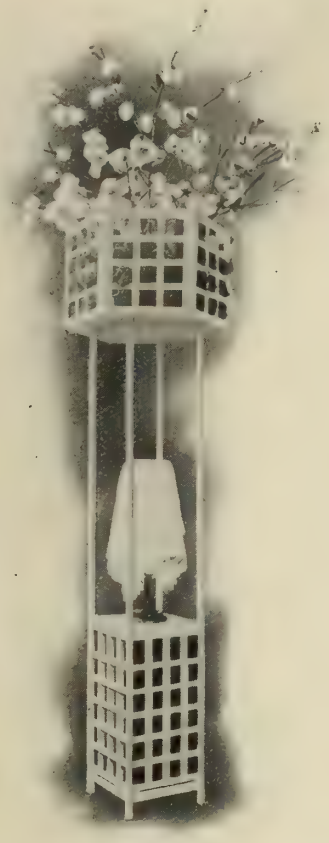
Probably the first of the great organizations to really appreciate the value of show window advertising was the National Cash Register Company, Dayton, Ohio. For years they have maintained a large window advertising department. Their mechanical displays have been remarkable, and their posters and cut-outs equally as attractive. They have gone further than this; they are trying to help the retailer



Appropriate hand-painted cards used by T. Eaton Co., Toronto, to impress desirability of co-operation on the part of customers during Christmas rush. These cards are placed in elevators and other conspicuous places.

with his window. At their model factory in Dayton they maintain a force of experts whose duty it is to offer window advertising suggestions to the merchant.

On the first floor of their office building they have an arcade with ten model stores on either side, which are equipped with modern appliances of all kinds, paying special attention to store and window lighting and window advertising. The windows of these stores are changed weekly, and visiting merchants are given simple, practical suggestions that can be carried out at small cost. Their theory is that the selling value of a window is more important than its artistic value.



New Ideas for White Sales

Selfridge & Co., Limited, London, England, used our plans and material in their last season's WHITE SALE. They report the following results: "It has set all London talking and concentrated more attention on the store than any newspaper advertising has ever achieved."

Many new and original ideas have been added since then. Write for full particulars to

W. Ezra Johnson

"The Cotton Man"

Bowdon, - Georgia

Originator of the idea of growing natural cotton for Decorating and Advertising.

It requires some time to prepare and ship goods. Investigate in TIME.

THE CHIEF OF ALL SYSTEMS

Luxfer Prism

System of Daylighting

Years ago the lighting problem for business places was a mammoth one and was fraught with much expensive experiment on the part of the merchants. The Luxfer Prism was brought out with its comprehensive range of usefulness, and at once became the standard. Thousands of merchants, contractors, and men of all classes have adopted the Luxfer System of daylighting, for it has stood up against a storm of substitutions, all of which only serve to strengthen our claims that Luxfer Prisms will do what no other method of lighting can do. They will light the dark places of your store, Mr. Merchant, without the use of artificial light, by shooting the rays of "Old Sol" back into your store at any angle desired. Let us give you expert advice on your store lighting. The Luxfer System is the chief of them all. Write for our catalogue to-day.

LUXFER PRISM COMPANY

TORONTO - - MONTREAL



Show Your 'Xmas Novelty Dress Lengths on the D&P SHELL FORM

The shell form presents possibilities for the realistic draping of suitings and fine dress fabrics that are at once apparent to even the least versed in display advertising.

At this season of the year the fine dress materials may be brought prominently before the Christmas shopper by the use of one or more of these forms, in such a way that big business is sure to result. It is an easy form to drape. Write for catalog and prices.

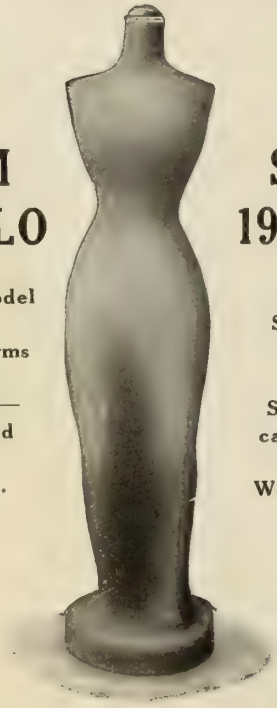
DALE & PEARSALL

106 FRONT STREET EAST
TORONTO

Draped by A. E. Apted for the T. Eaton Co.
Price with half wax arm $6.00

FORM DE MILO

The best model in Drapery Forms on the market—so conceded by all who know.



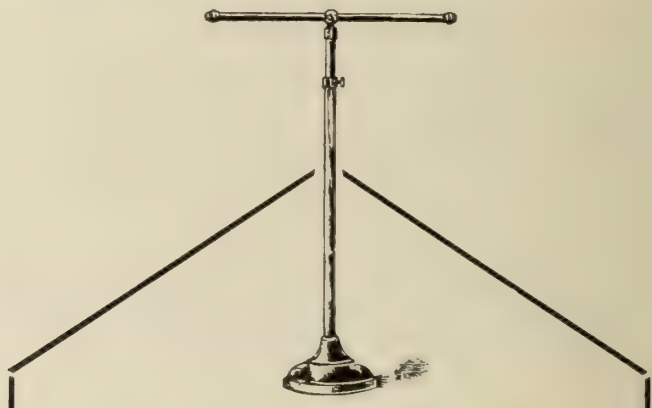
Season 1912-1913

Shapely, Substantial, Practical.

Send for our catalogue on Women's Wear Displays.

No. 80-A

J. R. PALMENBERG'S SONS
Established 1852
710 BROADWAY, NEW YORK
Factory—89 and 91 W. 3rd Street
Boston Salesroom 30 Kingston St. 110 Bedford St.
Baltimore Salesroom 10 & 12 Hopkins Place



Displays Make Sales

and the better the displays the more sales are made. To make a display effective

Up-To-Date Fixtures

are required.
We make artistic and durable fixtures in Nickel, Brushed Brass and Oxidized Copper.
Write for illustrated catalogue.

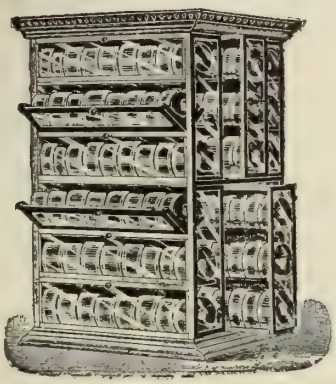
Toronto Brass Mfg. Co. Limited
17-21 Temperance St. :-: TORONTO

Profitable Display Demands Practical Fixtures



No. 2—Practical Ribbon Cabinet

Practical Ribbon Cabinets Made in Eight Sizes



No. 3 -Practical Ribbon Cabinet

Holding From 50 to 700 Bolts of Ribbon

PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¾x38	325	23 00
5	28¾x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x42¾x43½	700	42 00

MADE OF OAK



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs hose.

Practical Hosiery Racks

Made of steel, nickel plated. ¶ Slip the stocking in the spring pair by pair. Place the spring in the frame at the top of the rack. ¶ A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.

No. 1—34 inches high, 16 inches wide. Has four springs. Capacity 72 pairs hose, $5.75.

No. 2—34 inches high, 17 inches wide. Has eight springs. Capacity 120 pairs hose, $6.75.

Practical Piece Goods Fixtures

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds forty pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50.
Practical Floor Fixture, height 5 feet. Price, $7.50.



Counter Fixture.

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y. 2360



Always the Newest in Drapery Forms

THE "PANIER"

Following closely upon the revival of the modes of Louis XVI. comes the demand for the "Panier" drape, and with it the drapery form of the same name. This form makes a very simple, yet very effective drape. We make all kinds of Papier Mache forms for drapery and ready-to-wear display purposes. We keep always abreast with the times, and the window trimmers and merchants who have their name on our mailing list will always be in touch with the latest.

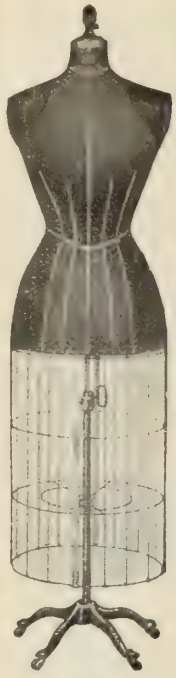
Order one of these "Panier" forms to-day and be the first in town to use it. Shows effectively shoes, stockings. Stands without any support. Create the desire to buy, and the sales will follow. The "Panier" will do it.



A. S. RICHARDSON CO.

Established 1890

99 ONTARIO STREET, TORONTO



Good Display Pays

If you have a ready-to-wear department stock appearance and good fitting are given close attention.

HALL - BORCHERT

ADJUSTABLE AND NON-ADJUSTABLE

DRESS FORMS

have helped hundreds of ready-to-wear departments to increase profits through efficiency of display.

Rush Your Order.—To introduce this model form to Canadian trade, we make the following offer:—

Canvas Covered Display Model	**$7.50**
Cloth Covered Display Model	**5.25**

Dressmakers and home dressmaking departments find Hall Borchert forms indispensable for fitting and showing gowns. Write to-day for full particulars and catalogue.

"Use them in your windows."

The Hall-Borchert Dress Form Co. of Canada, Limited

158 BAY STREET, TORONTO

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers

Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.



CATALOG FREE

THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

At a recent meeting of the Dayton Retailers' Association, S. B. Van Horn, head of the window advertising department, went further than giving an illustrated talk. The two pictures shown on this page were made from a demonstration given at that meeting. At the close of his illustrated talk, he raised the shade on the booth showing the bad example, but within a few minutes changed this to represent a model display. The background was on ordinary shade rollers; the dry goods sign, as well as the show card, was lettered on both sides, so that the change of the window was a matter of elimination. It is admitted that the carelessness of the arrangement in the first window is exaggerated, but all the faults of this window are common enough.



Expression, the coiffure and the complexion are the three things of great importance in wax heads to be used for decorating purposes. The above is a group of recent models.



KRAMER

ALL STEEL BALING PRESS

THERE ARE NO WOODEN PARTS

The ideal Baler for waste paper, rags, straw, excelsior, etc.

Do not purchase a wooden baler when you can use one made of steel.

Greater Strength—Smaller Floor Space, Easier to Operate—More Economical than any other Press on the market.

OVER 2,000 SOLD IN ONE YEAR

TORONTO TYPE FOUNDRY COMPANY, LIMITED

TORONTO MONTREAL WINNIPEG CALGARY REGINA

READY TO WEAR GARMENTS



The Buyer's Viewpoint

The United Cloak and Suit Designers in New York in convention accepted 27 inches as the standard suit-coat length for Spring. Designers look for a three quarter sleeve for Summer wear.

Question of suit coat lengths — Decisions of Canadian manufacturers fit in well with those adopted by American designers — Evening dresses much in demand — Attractive lines of whitewear for the January sales — Long and 45-inch coats for Spring wear

THE question of lengths, both for the suit and separate coat, seems to contain more than the usual element of specialization. Over the border, this question at present seems to be tangled up with the wider one of pushing American styles for the American woman. The truth is that the question of both coat and suit lengths is one of exceptional difficulty, for Paris is giving little or no help. The big model houses are not unanimous and are not confining themselves at present to any specific length but are making coat lengths to accord with the style adopted for the whole garment. It should be stated that the majority of suits coming from this source are not of the plain-tailored order but are of a decidedly dressy nature, many of them on the costume order. Some of these have three-quarter length coats in draped styles, and in sharp contradiction to this the little short jackets and Etons and boleros have made their appearance. Just how far the influence of these facts will carry remains to be seen, but it must be remembered that for some seasons now the big business has been done both in the States and Canada in plain-tailored suits brought into touch with general fashions by a little different shaping and by changes in collar styles and minor points of trimming. This is the class of suit manufacturers are putting out and for this suit the settlement of some definite coat length is a decided benefit.

The Canadian manufacturer is cutting the coat of the Spring suit 24 inches long for misses' or small women's and 26 inches long for women's suits. This is in accordance with the recommendations of the Designers' Association for Chicago and the West, a length concurred in and approved of by a representative deputation from the National Cloak, Suit and Skirt Manufacturers' Association.

During the past week the United Cloak and Suit Designers in New York in convention accepted 27 inches as the standard suit-coat length. This decision was not arrived at without considerable discussion as numerous members favored 25 inches, and several members delayed the final vote by holding out for 26 inches. When the final vote was taken quite a number of members did not vote.

From the action taken by these representative bodies of designers it would appear that the Canadian garment manufacturers have reached a thoroughly acceptable decision, and that the 24 and 26-inch suit-coat will be the standard lengths for the coming Spring season.

Success of Evening Dresses

Dainty model in chiffon and ninon — Dinner gowns in two tone pastel shade satins

Party and evening dresses are much in demand at the present time. This is a comparatively new line in the Canadian trade but each season finds this class of business on the increase and more merchants handling them. Dainty dresses of chiffon or ninon over silk can be had around $12 to $25, and the

Exclusive selling agency of the Pullan Garment granted where we are not already represented.

Pullan Garments

Made since 1902



$12.50 **$16.50** **$9.00** **$10.00**

Please mention The Review to Advertisers and Their Travelers.

Ladies' and Misses' Coats We Can Ship Immediately!



Sealettes

Fancy brocaded and plain Sealettes, full length, lined throughout with a guaranteed satin, large shawl collar and turn back cuffs.

Made in extra heavy quality pile, at the very special price of

$20.00



$7.50 **$8.00** **$8.50**

$9.00

We are strong on coat novelties and can make deliveries without delay.

These are just the coats you need to make November your banner month.

Mail us your order at once!

M. PULLAN & SONS

An exclusive Cloak, Suit and Skirt House. Pullan Building, Bay and Wellington Sts., TORONTO
Montreal Office, Lindsay Building

Please mention The Review to Advertisers and Their Travelers.



Dress of white Irish linen, trimmed with applique embroidery, black velvet sash and buttons to match. Courtesy Gale Mfg. Co., Ltd., Toronto.

style is much better than that achieved by the average dressmaker. A typical model is of pale pink messaline with the waist and short tunic of pale pink chiffon hemmed in grey overlaid with a silver lace. The waist is in surplice fashion, finishing in points on the shoulders and hemmed like the tunic. The tunic opens down the front in a V, three-quarters of the length of the skirt, and showing a panel of pink and is draped slightly at the left side under a silver ornament. The neck is round and fairly high and has a V vest of silver lace and is trimmed with rhinestones. The waist line is slightly high and is finished with a black velvet ribbon formed into a flat bow in front and fastening with loops and ends under a silver ornament at the back. Other models have the foundations veiled with long chiffon or ninon tunics beaded or embroidered in self-colored floss silk. In all these models the neck is fairly high and round and the sleeves elbow length, while the waist is slightly raised and defined with a crush girdle.

A more expensive model is of white satin brocade with a net tunic beaded in white. The neck is cut low and square and is filled in with folds of pink Malines. The sleeves are elbow length and the waist line is raised and defined with a crushed girdle of forget-me-not blue velvet ending under a pale pink corsage bouquet. The bottom of the tunic carries a beaded fringe and the skirt is cut with a narrow pointed train.

Dinner gowns come in two-toned satins in pastel shades. The skirts are long and plain with a short train. The necks are high and round and a fichu caught under a corsage bouquet in front forms the waist trimming. The trimmings consist of ruchings of the silk.

Features of Spring Dresses

Models turned out by Montreal manufacturers — Semi-Empire lines — Pannier effects

Montreal, November 1.

Though the full range of dresses for Spring is not yet made, designers have been at work for some time, and a number of models have already been turned out. An examination of these lines, shown by various manufacturers, brings out several points of interest, and indicates some of the style tendencies.

It is pointed out, in the first place, that skirts are to be somewhat wider than they were last summer. In place of the yard-and-three-quarters, which was the common width then, the measurements are generally two-and-a-quarter yards, some even a little fuller. Pleats, too, are commonly set in the front, giving still greater freedom.

Panniers and pannier effects are also to be a feature, while buttons will be largely used both on dresses and waists. Button-holes, worked in with soutache braid, will also be in evidence.

As for the general lines the majority of the dresses are evidently to be semi-Empire, with piping used instead of belts. A number of the dresses are so made, that while they are in one piece they give the idea of a coat. It is what is generally called a coatee effect.

Robespierre collars are going to be popular, little jabots being generally used with these, the cuffs, of course, being made to match. As on the skirts, so on the waists, a generous use of buttons and button holes is noted.

Home & Watts
Childrens Dresses

Spring Styles

Now is the time to do your Spring buying of children's dresses. Our travellers are now out with the entire range, included in which are the daintiest little modes that can well be imagined.

The merchant who caters to the requirements of the children in a way satisfactory to the modern mother will be repaid by increased trade in the grown-up's department.

From the school and play dress to the dressiest little gowns in the Home & Watts line the values will be found unequalled in the trade. All we ask is your inspection of the line when our representative calls. Wait for the Home & Watts range, or write for samples.



Home & Watts
Limited

Duncan and Adelaide Streets
TORONTO



Spring model of French Bedford cord displaying new features, such as the slightly gathered fronts finished in a clever way, and tailored collar and revers inlaid with corded silk of a fancy striped design. The back, which is trimmed with a large buckle; the three-piece high-waisted skirt is made to harmonize with the coat. The innovation of gathers in this suit is a decided departure from what has hitherto been shown. By courtesy of M. Pullan & Sons, Toronto.

In sleeves it seems that the three-quarter and the full length will be popular, with many flutings on the cuffs. In blouses, too, there is a tendency toward long sleeves, the cuffs of which are quite tight at the wrist. There are, however, those who believe the short-sleeved blouse will hold a good part of its favor. It appeals to the comfort-loving instincts, and will hardly be shoved into the background.

Evidently, ginghams and piques will be much worn. The best voiles, too, will be heavily ordered, while poplins are to be popular. Some exceedingly attractive dresses made of mercerized poplin are already made up. In voiles it seems that stripes will be much used, and voiles with heavy floral borders.

Long and 45-inch Coats

Garments cut on mannish lines are favored — Features that answer the enquiry for something smart

To a certain extent, city trade has taken kindly to the 45-inch coat. These coats are being shown by exclusive garment and big departmental stores and are being taken up by the better trade that is always on the lookout for something new and smart. Very limited has been the sale of this kind of coat outside of the very largest centers. This fact was apparent and led the majority of manufacturers to decide against putting out samples of the 45-inch coat this season. Therefore, the big business during the fall season now closing has rested with the full length coat.

A 55-inch cutaway coat in curl cloth in black, brown and navy is the latest model to be shown to the city trade, and there are plaid Mackinaws and plain red Norfolks with velvet collars in black or bottle green. The best liked 45-inch models are undoubtedly the Johnny or top coats cut on mannish lines, many of them being exact copies, to all appearance, of a man's top-coat. These coats are made of chinchillas and rough diagonals and tweeds, many of which are double-faced. The cut is the mannish straight one and the collars are adjustable and can be buttoned up snugly around the throat. Models are appearing with the plain notched collar and small revers. Manufacturers think well of 45-inch coats for Spring and the trade is promised a good selection of models. This coat will not monopolize the line and the long coat will also be shown. This is because the long wrap coat has so many practical uses that manufacturers feel that it cannot be lightly discarded.

Designers back recently from New York state that a draped limousine coat is very much worn there, and that this coat is often seen for street wear. Such fabrics as cord silk, charmeuse and soft satin are the fabrics used and the trimming consists of bands of marabout or fur.

The Three-Quarter Sleeve

Designers look for this as feature of Summer waists — Medici collar the new note

What will be the length of the sleeve of the Summer waist seems to be the question that is agitating the waist section. For present selling, save for the

Waists
Dresses



No. 193X. Fine Muslin Embroidery Frill. Price, ...$2.00 doz.

Fashion Brand REG.

The Fashion Waist and Whitewear Co.

Xmas Tea Aprons

at

Wonderful Prices

We have prepared thousands of dozens of these dainty aprons for your Xmas trade. We had to get the price down. When you see them, you will ask the question: How can they do it? The answer is quantity.

Write to-day for your requirements. Also ask us to enclose a few samples of our line from $2.25 to $12.00.

We make everything we sell and money back everything we ship.

Tea Aprons
Infants' Wear



100X. Crossbar Muslin, trimmed Val. insertion and edge. Price $2.00



No. 110X. Dainty Spot Muslin, trimmed with Val. insertion and edge. Price .....$2.00 doz.



187X. Fine Muslin, trimmed Val. insertion and edge. Price ..... $2.00 doz.

The Fashion Waist and Whitewear Co.

A. D. HORNELL, Secretary-Treasurer

Darling Building, Toronto

H. A. HORNELL, Managing Director



Plain, straight-line coat for spring, made in heavy navy serge, all shades of Bedfords and seasonable tweeds. Collar and cuffs trimmed with Royal satin and covered with heavy lace. Courtesy Parisian Cloak & Suit Co., Toronto.

very dressy waist, the long sleeve dominates and promises to continue to do so right up to the end of the early Spring season. That is, the waist with the long sleeve will lead until Easter. The Summer sleeve, all authorities have about decided, will be three-quarter length and set in, though many designers would be little surprised if a revival of the much-liked kimona took place. Paris, they point out, has never wholly discarded this cut, and it is one that has exceptional advantages for waist purposes. Spring lines of waists now going out show both long and three-quarter sleeves, but as orders are taken with the usual provision made, the definite decision will come later.

Collarless and Dutch necks and high transparent collars are all in evidence, but the new note is struck by the Medici collar. This collar is transparent and, though high, falls away from the neck, leaving the front and base of the throat bare. This collar is very becoming and as it is fast to the waist it needs no special adjusting in front. The fastening is at the back and is a continuation of the back fastening of the waist. Robespierre effects are also showing.

The waists selling to-day are either the mannish shirt or the demi-tailored waist. Waists of soft-finished taffetas and messaline and soft satins to match the suit are best liked. Demi-tailored waists have the call and there is considerable demand for crepe de Chine and China silk. Colored glass buttons and fancy pearls are much used.

Ordering for January Sales

Separate skirts and drawers selling in unexpected numbers — Interest in crepe garments

Buyers have been quick to respond to the specially attractive line of whitewear sent out for January sales and orders have been large. Gowns, as usual, have been the big sellers, but one of the surprises of the situation has been the way in which the big buyers have placed orders for separate drawers and skirts. The explanation given is that the brassiere now takes the place of the corset cover and that the skirt or drawers completes the combination. Another factor is that the waist line is lower and that it is marked in some manner in the new gowns or a belt or sash is worn. The skirts selling are of sheer construction and the softest finished material possible to secure, and though there is an underlay the trimmings are so manipulated that they give no appearance of width.

The better trade is taking to the special combination made to wear beneath the corset. These garments shape to the figure and are made of fabrics so sheer that they take up no more room than the knitted underwear. They are extremely dainty and this is their great recommendation. Combinations and princess slips are selling well, particularly in popular-priced numbers.

Buyers are taking more interest in crepe garments and there is every evidence that their popularity is growing. Canadian cut and made hand machine embroidered garments are included in the list of big sellers and this is not to be wondered as the effect is so closely the same as that of the imported peasant embroidered garments. The cost when compared is so moderate and the cut so similar that the Canadian woman is already accustomed to it. Many lines come ready initialed or with an alphabet attached to the garment from which the selected initial can be worked.

Only One Way To Resist These

and that way is not to look at them. After all, if a line will appeal to, even attract you, why should it not have the same effect on your patrons? The "Allen" blouses form a strong link in the high standard chain which has popularized this line with the Canadian trade. Our travellers are now on the road with the "Allen"





SPRING 1913 BLOUSES

The four blouses here illustrated are representative of the line bearing this trade mark—

The Allen's Mark MADE IN CANADA





They will form an almost invincible magnet for your 1913 business. We stand behind our line with "style," "quality," "exclusiveness," "workmanship" and "deliveries."

These are strong factors in building a satisfactory ready-to-wear business, and you cannot well overlook them.

Let us send samples of our lines for your approval.

Write or Phone To-day

Allen Manufacturing Co., Limited

105 SIMCOE ST. Long Distance Phone ADELAIDE 966 TORONTO

Two Smart Spring Models



ON the right is a dress of Scotch plaid gingham, made in semi-empire style and lace collar and cuffs. At the collar is a flat bow tie of blue. The skirt has a panel back, and it will be noticed that both on skirt and waist a number of buttons are used. The sleeves are three-quarter length.

The second dress is of white wale pique, it also being made in the semi-empire style with colored piping. The skirt has the pannier effect and is adorned with a number of buttons and worked-in button holes of soutache cord. The collar is sailor style, with a little vest effect of blue. The whole makes an exceedingly attractive street dress.

Shown by Canadian Converters, Montreal.



Are You Selling EPPO PETTICOATS

The idea of the Eppo is a skirt made only in one size which fits all waists from 20 to 28 inches.

There is no bunching on the waistline, there are no strings or buttons. No alterations necessary—close the snaps and the Eppo fits perfectly.

Eppo petticoats in "Black-eye" Moires and "Egyptine" Taffeta are big sellers. Both materials guaranteed. Ask your wholesaler for samples and prices.

The Canadian Converters Co. Limited
Montreal

Clearing Stock via the Remnant Route

Accumulation of unsaleable ends is a source of loss unless carefully handled — Attracting customers to this department — How remnants may be placed on a business basis — Safe rules to follow — Stock-keeping methods

STOCK-CLEANING is a semi-annual problem, but as stock-taking and the end of the year are in view the end-of-the-season reduction is more important. To reduce stocks as profitably as possible is the idea. It is claimed that in cleaning up stock, merchants stand to win in two ways—by having the money for stock, and by receiving greater profits through careful merchandizing.

Much of the loss on season clean-up or stock reduction results from careless or ill-informed salesmanship—lack of knowledge of stock and its uses.

Department heads are anxious to show results. Stock belongs to the merchant or firm and no one has sufficient authority or knowledge to discern which is depreciating stock or what shall be thrown out. As two men seldom agree on values in liquidation so, in buying or selling departmental or every day stocks, figures estimated or agreed upon are often disproportionate in the end. Stock is clean, when value and inventory prices coincide.

LOSSES CAN BE REDUCED.

All stocks sooner or later reach or are cleaned via the remnant route. Losses from this source are chargeable to good stock-keeping but can be reduced. The lever of remnants is a factor in cleaning out stocks or reducing them for inventory but methods are questioned. Possibly, twice a year ultimate clearance of remnants is desired and half-price is justified. In that case it is good advertising.

Many reasons are given for the accumulation of remnants and the most important of them is neglect. In good business, remnant counters are not supposed to be low, except at certain times when depreciation means too much loss in estimated profits. All remnants have a reason and whether the end is a saleable remnant or a poor one, it is just as much part of good stock-keeping as remnant reduction.

A few remnants left on a table does not mean a clean stock. Each department has its own remnant ratio as a guide in good merchandizing.

EDUCATE THE CUSTOMERS.

Remnants are retailed, just as any other department goods, to show a profit. No doubt customers are interested by savings but remnants need not be such a loss to merchants, as would result from accumulation.

Customers are educated in purchasing remnants as in other buying. Some stores interest customers in this way for greater sales and others find remnant tables a last resource. The supply of remnants begins with the season and the success of the remnant stock depends on the clean standing and careful handling to avoid piles of unsaleable ends. Profits depend on practice in this respect.

Accumulations grow owing to the understanding that each department can always sell its own remnants to advantage, which tends to neglect because of more profitable interests or easier selling. From the standpoint of all departments and by using remnants to help reduce stocks, many schemes present themselves in merchandizing sections or holding sales.

It is a good plan to follow the rule that a remnant is any length or odd article or otherwise unsaleable ends or oddments which are too short for the use intended or hinder the sale of other lines through connection with stocks. A remnant is also a suitable length for a particular purpose, merchandized to invite purchasers. This of itself is sufficient excuse to make saleable remnants.

AVOID UNSALEABLE ENDS.

Loss on remnants can be avoided and is as unnecessary as slow-selling lines or careless buying. No merchant or department head can watch every sale or the cause of remnants but they can anticipate and avoid a great number of unsaleable ends. To be too exact or appear small in cleaning up ends is unnecessary and it is often more profitable to sell the piece at a concession at the time. Throwing in the end or cutting it are both fruitful causes of loss, which are hard to check. Cut lengths, a bolt in several pieces or flaws in manufacture do not need to show as great reduction as often happens.

The object, therefore, is to watch and avoid much of the loss by putting remnants on a business basis in the interests of good merchandizing. No strict rule is set but ten per cent. reduction is sufficient to sell most remnants. Many people must learn that customers are not always given their own way and refusal to reduce or cut an end is justified as much as adherence to the marked price.

Anybody can sell remnants by bulking a lot at a price but the unfairness of this is that everyone has not authority to quote inviting prices. Merchants have their system and educative conditions to blame in establishing a rule or precedent with more reduction except at the semi-annual remnant sale. People buying remnants expect a cut in goods, which are exactly or nearly what is required or they would not

WALDMAN COATS

The biggest coat success this season and the line you should

BUY FOR SPRING, 1913

It isn't just *looks* that sells Waldman Coats and Suits—
It is the *quality* behind the looks.

They are real tailored garments, made in all the wanted cloths, newest designs and colorings.

Every sale of a Waldman Coat or Suit means a satisfied customer.

Right Value Right Appearance

If you are not now selling the Waldman line, write for samples.

Eight special Coats in Ladies', Misses' and Small Women's sizes, with the new Glengarry Collar.

Order at once, we can ship by return.

THE WALDMAN CO., LIMITED

JOSEPH H. WALDMAN, PRESIDENT AND MANAGING DIRECTOR

513-515 ST. PAUL STREET, MONTREAL

"The originators of better class Cloaks and Suits in Canada."

We have no connection with any other firm.

Eclipse

The Spring



Feature "Eclipse" For Spring 1913

Our representatives are now out with the full Spring, 1913, range of "Eclipse" dresses, and will call on you very shortly.

In presenting our line to you—the line that is "something different"—we beg to draw your attention to the exceptional merit of the "Eclipse" finish. All garments are made with the idea of giving as good satisfaction as if they were made to measurement for your patrons.

"Eclipse" dresses fit because they are cut right and satisfy because they are made right. "It's something different" that does it. See our full range at your earliest opportunity.

Place your order for free advertising electros.



No. 3510—$2.50

The Eclipse Whitewear

16 McGILL COLLEGE AVENUE, MONTREAL

Dresses

Eclipse

Smartest Range We Have Yet Shown

This is saying even more than we thought would be possible, but we say it without fear of contradiction. There is a tangible reason for this, and it is the tremendous growth of our facilities for getting and keeping in touch with the best fashions of the day, as well as our increased facilities for producing at the lowest possible cost, and at the same time improving rather than depreciating our values.

The most skilled methods are employed in our factory, and only the most experienced operators are in charge of the work. All go to make "Eclipse" the standard garments of Canada.





No. 3418—$2.50

Company, Limited

324 KING STREET WEST, TORONTO



Back view of coat dress shown on front cover of this paper. It is of white broadcloth and white ratine trimmed with white silk braid and bands of mole fur. The draped hat of the fur shows the new way in which osprey is posed on the brim.

purchase. Some merchants claim, when they give a bargain in a remnant, that they give a good one forgetting that one of the drawing cards of good salesmanship is lost. If this is the usual practice a clientele of remnant customers, who have no understood values of ends, is educated. They are never satisfied with prices quoted and dicker or wait. Everybody learns that the end can be bought more cheaply by waiting long enough or, if it is sold, other ends will be quoted as many different prices by just as many sales clerks.

SEPARATE REMNANT SECTION.

By having a remnant department properly accredited like other departments and in charge of responsible salespeople, carelessness and lost time in selling remnants or making unsaleable ends is charged to proper quarters. Losses at the semi-annual remnant sales can be designated as advertising, but the amount can be reduced to a minimum in time. If business is not large enough to warrant this method, remove all remnants to a separate section and adopt an advertising policy on a flat reduction basis augmented by half price, semi-annual sales on lengths that have proved, so far, unsaleable. Making a window and a noise with these is good advertising at regular periods. When department heads are only allowed cost for ends, when charged to remnant sections, the profit loss in a year is considerable. Less desire to have remnants accumulate is evident on the manager's part where remnants are anticipated by someone outside his department.

The solution is therefore applied to all departments in advance to eliminate causes and keep remnants in saleable lengths. If remnants are made for advertising purposes, saleable prices and lengths are practical as in other selling lines. Whether heads of departments or merchandise men are instructed to do this when it becomes store policy is a matter of time. Some of the surest indications of public favor, as an index to buying for the whole store, are manifested by the interest shown in remnant piles.

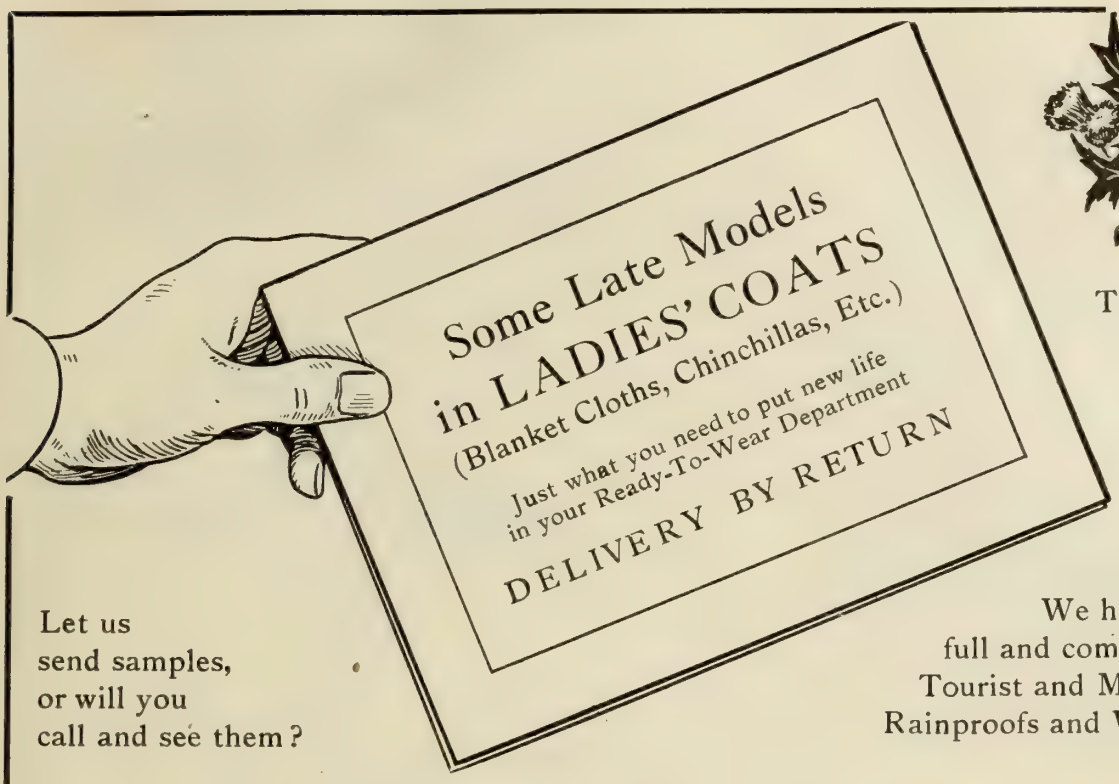
RULES TO FOLLOW.

In silks and dress goods departments no lengths that are less than approved for a purpose and defined by a cloth and its retailing price are allowed. In the whole stock all mussed ends on full pieces are remnants as far back as the suitable length suggests. No stock is altogether clean unless all blocked ends are freshened up periodically. Careless bias is overcome by cutting back on the piece to ensure a safe selling end. Short ends and corners of silks and velvets, linings, etc., are transferred to millinery and dressmaking departments, where they are used to advantage. Sometimes it is necessary to follow up and have them used, however.

Trimmings, allovers, laces, embroideries and ribbons sell of themselves and usually have to be made to keep up box lots. Hair ribbons and ribbon stock is easily cleaned up by figuring ¾ to 1½ yard ends at slight reduction to meet 5 and 10-cent prices. Veilings are never less than 10 cents yard to clear. Buttons at 10 cents dozen, except for very few lines, are never allowed to be less than a dozen.

A safe rule in staple and wash goods departments is to cut all lengths under 10 yards in suitable lengths and market at the nearest odd figures or multiple of 5 after discount is deducted. Sheetings, pillow cottons and towelling within ¼ of a yard off or in 2¼, 2½ and 5 yards, and table linens in 2, 2¼ and up to 3 yards according to quality are safe ends, and so through the stock to keep it clear and avoid unsaleable or impossible remnants.

In transferring stock from section to section, the trend of demand and season are good guides. Millinery ribbons, laces and trimmings, silks, etc., are taken to the main departments as soon as seasons begin to wane, usually May 24 or Thanksgiving Day or a week later. Draperies, sateens, Madrasses and





The "Thistle Brand" guarantees the quality

Let us send samples, or will you call and see them?

We have a full and complete line of Tourist and Motor Coats, Rainproofs and Waterproofs

THE SCOTTISH RUBBER CO.

NOTRE DAME STREET, WEST, MONTREAL



TRADE MARK Kaybro Reg'd
PETTICOATS
THE FORM FITTE
Patented Aug. 30, 09

Warmth With Style —The "KNITTOP"

"KAYBRO KNITTOP" Petticoats embody the two most desirable features that a winter petticoat can have. There are two petticoats with the weight of one, are warm and comfortable yet stylish in appearance.

The Knittop is, as its name implies, a knit-top petticoat with a deep sateen ruffled frill.

Does not stretch at the seams, because it is thoroughly strapped and double stitched. It fits the waist perfectly.

The illustration represents our No. 1203.

Write for samples to-day.

McKay Bros., Limited
182 Spadina Avenue
TORONTO





"STAR" BRAND

CHRISTMAS WAISTS

The exceeding popularity of the fancy waist for gift purposes and the wonderful possibilities that the waist gift-giving could be developed to makes it very essential that you keep your stock well assorted during the holiday season. Sensible gifts are always appreciated by the recipient and the merchant who advocates this kind of gift giving will derive immediate and lasting results. Order now.

The Star Whitewear
BERLIN

"STAR" BRAND



EARLY DELIVERY

Owing to the usually large demand for waists at the Christmas season, due largely to their popularity as gift articles, we wish to advise patrons of "Star Brand" and others who would like to try out "Star" value, that "The early bird gets the worm." The worm in this case being "sure delivery."

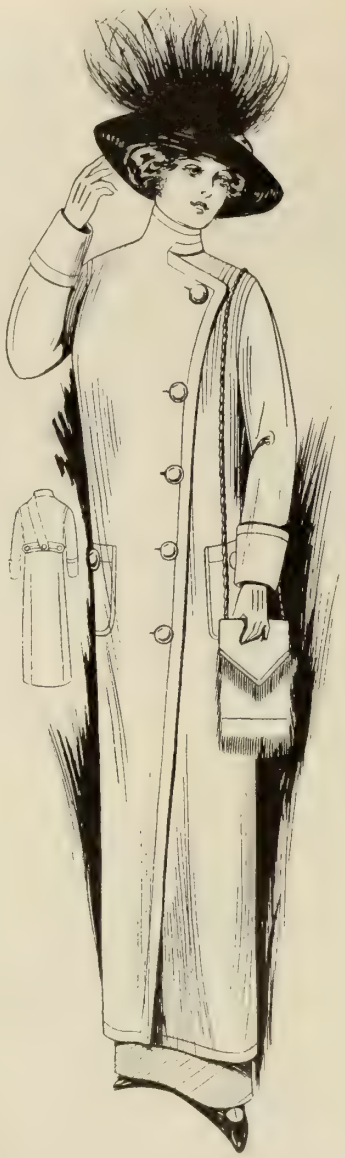
Let us submit samples at once so that you can make your selections of some bright new stock for the holiday trade.

These four numbers are winners and will appeal to your trade. The value and styles are unequalled. A trial order will convince you.





Manufacturing Company
ONTARIO



Seasonable coat in blanket cloths, reversibles and tweeds. Novelty collar of the convertible type with throw scarf fastening to belt at back, or buttoning at pocket in front when collar is open. Shown by Princess Mfg. Co., Toronto.

curtain muslin ends sell better with regular remnants than when left to be used up in the manufacturing section. Carpet ends in 1¼ and 1½-yard lengths with fringed ends or as travellers' samples reduce the lengths unsuitable for rooms.

In most other departments stock reduces at 19c., 29c., 39c. and higher odd prices with the marked price always in view. This applies to neckwear, belts, underwear, corsets and gloves. Towels and napkins are averaged at an odd price each.

LOW PRICE LIMITS.

No matter what competitive prices are, and this applies to ready-to-wear particularly, there are low prices which are a limit. Women's coats clean up, except in rare instances, at $4.95, $7.95 or $9.95; dresses at $2.98 and $5 and very little excuse is given for going below these figures. Golf coats, infants' cloaks and many knitted novelties at 98c., $1.48 and $1.98 are moved to a prominent section from Thanksgiving until Christmas. Numbers of lines come under these figures. By reducing the buying, depending on advertising and putting stock on a proper basis, stock is usually in good shape for inventory.

Taken on a proper basis, stock is worth 100 cents on the dollar. With the lever of close merchandising, advertising and educating demand, merchants or firms have every right to expect such showing. Figuring depreciation of departmental reductions is often a revelation. Differences in stock totals at the time, and also the estimated stock at stock-taking and inventory figures suggest a neat profit. True, conditions and next season's business have to be reckoned with but a better percentage can be shown if the line is drawn at fair clean-up prices.

By reducing the buying for the balance of the season and taking prompt measures to clean up stock by advertising and remnants, merchants attain desired results. The practice of the opposition counteracts remnant sales at times, but most firms are in business to make money. It does not have to be thrown away in remnants.

METHODS OF STOCK-KEEPING.

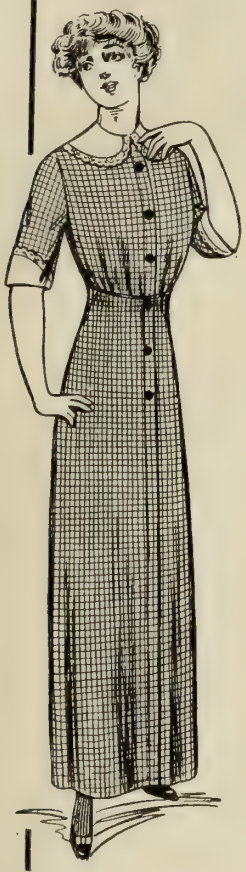
Stock-keeping in remnants is just as important as in other sections. To be handled properly, fabric remnants are folded ⅜ of a yard wide, doubled over in uniform length and stitched where the double edges meet. A clean ticket with the length, and selling price is all that is necessary outside of salesmanship and attention. The importance of keeping ends in good shape is impressed upon the minds of salespeople and results in a clean-cut stock.

Different methods are used in taking stock, the total retail price less 25, 33 1-3 or 50 per cent. is safe or if more accuracy is required the total costs can be figured.

Few better ways are suggested for cleaning stock than the remnant route. It is evident remnants are a paying rather than a losing proposition which neglect would often hurt.

Galt Robe Co. Rebuilding

Andrew Newlands, one of the chief stockholders of the Galt Robe Co., whose plant was recently destroyed by fire, announces that the firm have decided to build in Galt on the site of the old factory. When the fire occurred, the foundations were in for a large addition to the original building and work is again under way on this structure.



TRADE Feick MARK

This style is No. 105
Price $12.00 a doz.
Made of
American Percale

Do You Know the "Feick" Line?

Our dresses are becoming well and favorably known to Canadian merchants because of their excellence of design, material and workmanship.

This season we are making a specialty of misses' dresses, and the best evidence of our success is in the stylish models, from high class materials, which we are offering at extremely low prices.

Write for samples, full descriptions, and prices of the various lines. Special attention given to mail orders and satisfaction guaranteed.

THE FEICK
MANUFACTURING CO.
BERLIN :: :: ONTARIO

FAIRSEX

FASHION THE FAIRSEX GARMENTS MERIT

Spring Coats for Misses and Children

Our travelers are now showing the most complete line of Children's and Misses' coats ever shown in this country.

These include new lines on the Norfolk order both in Children's and Misses'. Also the 45 in. Coat and the Johnny Coat for Misses.

Be sure and see our range as it will surprise you.

HUTNER CLOAK CO.
Specialists in Infants', Misses' and Children's Coats
52-56 SPADINA AVE. TORONTO

Paris Predicts the Eton for Spring Wear

Costumes of white matelasse and broadcloth launched as a leading mid-winter novelty — The use of drapery is bringing the trained skirt into favor for formal wear

(Staff Correspondence)

Paris, France, November 1.

THE most noticeable features in the new Fall modes are the returning favor with which trained skirts are regarded for evening and afternoon wear, and the lengthening of the waist-line both for gowns and coats. Trains are in keeping with draperies and a large number of the day-time gowns have trains, short ones it is true, and only with scant fullness, and as they are in keeping with the present styles, their general acceptance is predicted. The very short-waisted gown is a thing of the past, and is only seen on gowns that are unmistakably Empire or Directoire in style. Though the waist-line is lengthened, it is not yet down to the normal point and as the skirt is still slightly mounted, the belt line is an inch or two higher than the normal waist, and is outlined either with sash or girdle. This gives a pretty youthful contour to the figure.

DRAPERIES HAVE LONGER LINES.

Panniers have definitely given way to draperies, though the drapery in many cases follows on and suggests the pannier outline. The new draperies have longer lines and are becoming scarf-shaped, suggesting more the idea of looped up sashes.

Some of the new coats have the real long waist and a decided curve over the hips, but no fashion authorities will vouch for so radical a change from the straight line figure. That the attempt is being made to bring about the change seems all that there is to be said. The majority of the new coats are cut-away and the waistcoat is made quite an important feature. Waistcoats are made of brilliant stuffs and as much of them as possible is allowed to be seen. Long revers turned back so as to show as much waistcoat as possible is a new idea. Nearly every coat has a collar of fur. Military collars or collars that reach up to the hair at the back are new.

SHORT JACKET COATS.

A new idea in coat fashions was put out at Longchamps when a number of the women who are acknowledged fashion leaders appeared in suits with very short jacket coats—so short, in fact, as to suggest the old-time Eton. These suits were from the house of Callot, and it is evident that the new fashion is gaining ground as since the date of the Longchamps meet quite a number of these short Eton coats have made their appearance and double interest has been added by the fact that Cheruit has now joined with Callot Soeurs in the launching of Eton and bolero models. One of the models was of black broadcloth, the jacket reaching only to the waist-line in front and with postillions at the back.

WHITE AS WINTER COLOR.

The dresses worn at the Autumn Longchamps meeting were of more than usual interest as all the leading costumers sent a number of mannequins wearing new creations. The greatest success was scored by a costume of white matelasse and broadcloth, and from all appearances, white is to be much worn during the coming Winter. As this model is sure to be much copied, a detailed description is given. The jacket was of the matelasse and was sharply cut-away in front, coming to a rounded point at the middle of the back and being about 26 inches at the middle of the back. The collar and cuffs were of squirrel and a narrow band of the same fur bound the front edges of the coat. The broadcloth skirt was slightly draped both back and front, the only trimming used being buttons covered with the same cloth.

Light-weight cloths were made up into knife pleated models and were worn with little hip length coats.

THE COAT HOUSE OF CANADA

THE MOST COMPLETE COAT LINE IN THE TRADE

SPRING AND FALL COATS
in Serges, Whipcords, Etc.

WATERPROOFS
in Paramattas, Cotton and Silk Cantons, New Tweeds, Coverts.

RAINPROOFS
in Gabardines, Roseberys, Cravenettes.

SUMMER COATS
in Silks, Linens, Shantungs, Etc.

National Rubber Co. of Canada
MONTREAL TORONTO

Pages From The
STYLE BOOKS







A Certain
Merchant in Your Town

will give you, *for the asking*, the new fashions for women, in "Styles" for December

Or he will give you the best of the season's offerings on the whole fascinating subject of dress—a wealth of inspiration for your winter coat, your tailored suit, your afternoon and evening gowns—lingerie, negligee, neckwear—baby dresses, children's clothing from rompers to party frocks—pages and pages of ideas for Christmas gifts, things you can make in an hour, things you can make for a man—embroidery, stencils—the story of the "pannier," news of the new goods and trimmings—the latest French modes—dozens of sketches made in Paris—all this and more in the big winter issue of the Quarterly Style Book. This your merchant will sell you for a nominal sum, 20 cents.

Make a note to bring home the Style Books next time you go down town

You can get a glimpse of Fifth Avenue

AT THE STORE WHICH SELLS
LADIES' HOME JOURNAL PATTERNS

THE·LADIES'·HOME·JOURNAL·PATTERNS

This advertisement appears as a full page in The Saturday Evening Post of November 9. It thus reaches 1,900,000 homes.

THE HOME PATTERN CO., 23 Lombard St., Toronto



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

SHIRTS with the French cuffs and the soft collars are evidently going to be very much in demand during the Summer of 1913. Early though it is, this fact is already well brought out. One Montreal manufacturer goes so far as to say that fifty per cent. of the Summer shirts will be of this style.

Placing orders on these lines are large. In Western Ontario a tendency to delay is noticed, the cool weather experienced there last Summer evidently having resulted in dealers being left with a fair stock on hand. Manufacturers are inclined to think, however, that later there will develop a fine call from this district.

In the Maritime Provinces, too, things are a little quiet. There, also, the cool weather seems to have interfered with the sale of shirts, so that the dealers find themselves at this season with fair stocks on hand.

Any quietness from these districts, however, is more than offset by the heavy orders already being received from the West. The demand from that part of the Dominion is evidently going to break all records.

As for colors, whites are to be in great favor. Neat stripes also will be largely worn. This tendency in colors applies not only to the shirts with the French cuffs and the soft collars, but also to the other lines with the stiff cuffs, and with which white linen collars are worn.

Soft shirts, by the way, have almost entirely taken the place of the old outing shirt, with the attached soft, turn-down collar. Such shirts, which formerly sold by the thousand dozen, are now in much smaller demand, except, of course, such lines as meet the need of the workingmen. For such lines the call continues practically the same as ever.

In the soft shirts, flannels and taffetas are highly favored, either plain, or more largely with some neat stripe.

The combination shirt and drawers is making its appearance. A New York firm has introduced something different in a coat style garment that is easily put on and taken off. The crotch and the back are closed, another point of advantage, and the waist is made to fit like that of an ordinary pair of drawers. This combination will be made of madras, woven and printed, fine percales, soiesette, silk mixtures and all-silk materials, with starched and soft double cuffs. The trouble that men ordinarily have with their shirt working upward and their drawers downward is prevented in a garment of this kind, a feature that may be appreciated in the dress shirts and golf shirts. It is essentially a Summer garment, but some demand is anticipated for it even in the Winter time. Besides the regular negligee styles it will be made in dress shirts, and also in golf shirts, with attached collar and half sleeves. Patents covering the various features have been issued.

* * *

One of the members of the firm of Dunn & Co., hatters, London, Eng., in a recent interview, stated: "Men's heads, on the whole, are certainly getting larger. In our various branches we have noticed how the demand for bigger hats has increased during the past few years. These figures show how the average size of men's head has grown: Size of hats most sold in 1902, 6¾; 1912, 6⅞. Though the increase is apparently only one-eighth inch, it is really one-fourth inch, as the one-eighth-inch increase is calculated on both sides of the head. Men's heads appear to be growing chiefly from ear to ear—the tendency of the head to grow lengthwise is very slight. We stock sizes in hats to-day which ten years ago we never dreamed would be in demand—such large sizes as 7½, 7⅝ and 7⅞."



Be Abreast of The Times!

THE WEST POINT COLLAR

is the Fashion for this Fall and Winter. A neat, stylish collar that sets snugly to the neck. Made with more tie room because this season's ties are a little larger. There'll be a big demand for the West-Point Collar—get ready to supply it.

The Williams, Greene & Rome Co., Ltd.

BERLIN, ONTARIO

Factories: Berlin, Waterloo and Hanover

TRADE W.G.R. MARK

Buyers' Guide

PROFITABLE LINES

for your Notion Department. Collar Pins, Beauty Pins, Ladies' Cuff Links, Bead Necklaces and Ear-rings to retail at popular prices. Write to-day for samples.

R. A. PHILLIPS

The Notion and Jewelry House

77 YORK STREET, TORONTO

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN N.B. HALIFAX N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

Condensed Advertisements

An advertisement under this heading will cost you two (2) cents a word for first insertion and one (1) cent a word for subsequent insertions, and your advertisement will go to 5,000 merchants each month

NATURAL COTTON BOLLS

NATURAL COTTON BOLLS FOR DECORations and souvenirs are great attractions during white goods sales, annual sales, etc. Turner's Decorative Natural Cotton Open Bolls, long stems, wrapped in tissue paper, $18.00 per 1,000. Samples postpaid, dozen, 50c, half dozen 25c. Booklet free. James H. Turner, the Cotton Boll man, Carrollton, Georgia. 3

Canadian Representatives Wanted

WANTED—A COMPETENT MAN TO REpresent a St. Gall manufacturer of embroideries, making all grades suitable for retail trade and makers up. Only those thoroughly conversant with the line and furnishing first-class references need apply. Address applications, with full particulars, to Brueck & Wilson Co., 106 Fifth Ave., New York City, N.Y.

Lines Wanted on Commission

LARGE MANUFACTURER OF TRADEmarked advertised lines selling nationally to better grade men's furnishers wants well known quality line of shirts, neckwear, collars or other staple lines on commission. Thorough showing guaranteed. Answer Box 1, "Dry Goods Review," Toronto.

MISCELLANEOUS

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson Co., Limited, Toronto and Ottawa. (tf)

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge Street, Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating and Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

COUNTER CHECK BOOKS—ESPECIALLY made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

ELLIOTT-FISHER STANDARD WRITING-Adding Machines make toil easier. Elliott-Fisher, Limited 513 No. 83 Craig St. W., Montreal, and Room 314, Stair Building, Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00, and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide Street West, Toronto, Canada. (tf)

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

MOORE'S NON-LEAKABLE FOUNTAIN Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, Sole Agents for Canada.

TECHNICAL BOOKS

THOUGHTS ON BUSINESS, BY WALDO POUDRAY WARREN—a collection of over 200 business editorials from leading newspapers of Canada, England and United States; approved by prominent business men everywhere. Cloth, $1.25. Technical Book Dept., MacLean Pub. Co., 143 University Ave., Toronto. (tf)

PRINTING

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

AGENCIES WANTED

AGENCIES WANTED — FOR MANITOBA, Saskatchewan and Alberta. Specialty lines to the retail dry goods trade. Address J. R. GALBRAITH, P.O. Box 765, Winnipeg. (tf)

On the streets, any and every place, cuffs on trousers may be seen and half of them hang as if they felt ashamed of themselves, like a wilted rag on the boot," states a fashion writer in Fairchild's Men's Wear, New York. "It is really unnecessary for me to mention this sad spectacle or to go into the whys and wherefores, but if one wants to wear turned-up trousers and have them pressed turned up, wear them at somewhere near the correct length; they should clear the shoe in front and run down to about half an inch lower in back. This same properness applies to the width of trousers. I have seen men in sacque clothes with trousers cut like dress trousers, narrower over the foot, showing two or three buttons of the upper of the boot or four or five lacings. Trousers for sack clothes should not show more than one button of the boot and the same proportion with the lace boot. Notice some of these narrow trousers over the shoe when the wearer is walking; the pull back is generally delightful, and is often accentuated by the shortness of stride in the making of this leg covering. Dress trousers—keep them narrow and they look best short; narrow enough to show a slight part of the sock in a long-vamp pump, and short, as I have shown. I am asked about double-breasted jacket suits, and if I think they will come back. They have come back; they have never been away, only there are more now than ever; some rolled to the second button, others with all three buttons in use; in browns, grays, greens, smart-looking sacks they are "

Counterfeit Paris Labels

A new business has sprung up in New York. It is on a par with the concerns making antique furniture, where men specialize in boring wormholes in the wood. It is half-brother to the information bureaux, which discover "Family Trees," for grafting and grafted new families. This new concern is of great interest to the dry goods trade, being none other than an institution for importing the labels of Paris dressmakers and milliners.

The obvious intention is to enable unscrupulous dealers to put these labels on their good American-made dresses and hats, so that these may pass, even among the supposedly discerning, as Paris-made. The public, however, has become aware of the fraud. The Customs Officers are aware of this new importation. As a result, the traffic, which is as unique as it is deceitful, may be stopped.

Commenting upon this new industry, the Montreal Gazette says:

"As in the days of the preacher, all is vanity, and some of it is of a small kind to suit very small minded people."

Loyal Women Help Local Trade

"One or two loyal women in a community, who will not hesitate to put in a word for the lines which they know the merchant is carrying and for the values which she knows exists will do more for the development of local business than any other factor." This is the view of Mr. Cayley, of Long & Cayley, Collingwood, and he declares that actual circumstances have proved his view to be correct.

This firm have found it to their particular advantage to specialize in linens. Not only do they give this department the benefit of strong display in the store, but the windows frequently contain special displays of fancy linens. The same idea is followed and in the advertising and occasionally special literature is distributed among customers.

J. W. Wakely, Lindsay, announces that "after six years' successful business we are disposing of our business." They are conducting the sale on a cash basis, no approbation nor samples given, and they are offering discounts ranging from 10 to 50 per cent.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

NEW FIXTURE HOUSE.

Bunker Bros. & Co., 363 Parliament St., Toronto, are manufacturing a full range of wax figures, papier mache forms, window fixtures and display stands and all kinds of brass and metal store equipment.

The members of the new firm are W. Bunker, L. Bunker, G. Bunker and J. V. Hunter, all of Toronto. They will specialize on adult and juvenile wax figures and full figure forms for manufacturers and display purposes. New fixtures in this range are constructed substantially to meet requirements in workmanship, modeling, design, finish and utility.

TO MAKE PURE WOOL UNDERWEAR.

The Humphrey Unshrinkable Underwear Company, Limited, has been organized in Moncton, N.B. to carry on the manufacture of pure wool underwear. The concern, which is capitalized at $500,000, expects to have its mills in operation early in December.

The aim is to take advantage of the cheap power which Moncton affords, natural gas being used where other concerns find it necessary to use coal. Some of those interested in the new company are: F. W. Sumner, W. F. Ferguson, M. Lodge, A. E. Trites and W. F. Humphrey.

NAIAD DRESS SHIELDS.

A Specialty That Grows in Favor With the Canadian Trade.

The Naiad Dress Shield manufactured in Canada by Wrinch, McLaren & Co., 77 Wellington Street, W., Toronto, has shown itself a winning specialty with all stores that carry a stock of small wares. In the East and through the Maritime Provinces a substantial trade has been established, whilst in the West, on to the coast, travelers report that orders run into good figures. At home, in Toronto, and elsewhere in our own Province, Naiad is a recognized staple in dry goods stores and among dealers in women's sundries and small wares. The Naiad Dress Shield finds favor with women buyers—and consequently with the trade—because of various exclusive and desirable features. For one thing they are perfectly hygienic, can be sterilized in boiling water, and do not deteriorate with age. The manufacturers claim that it is the only shield that is as good the day it is bought as the day it is made. It is a light, comfortable shield to wear and does not carry any offensive odor with it. Wrinch, McLaren & Company will gladly send samples, prices and other particulars to any who write them.

"PERMO" FINISH.

In the advertisement of the Bradford Dyers' Association, Ltd., on page 25 of our issue of October 2nd, the word "Permo" was wrongly spelt. Dress goods of a large variety of makes and styles, eminently suited for the present fashions of dress, have the "Permo" Finish. This gives ideal draping qualities, the lustre is permanent and thus the goods repel dust easily.

STAUNTONS WORKING OVERTIME.

Business is booming at Stauntons, Limited, and the plant is now running overtime four nights a week. The 1913 "Stauntons Line" has more than fulfilled the company's expectations, and their large capacity will be taxed to turn out the business coming to them. Night work at this time of the year is rather unusual, but no effort will be spared to get out shipments in ample time for the spring trade.

ORB STRAW HATS.

Vyse Sons, & Co., London, Eng., are manufacturers of "ORB make" straw hats. Through a typographical mistake in their advt. on page 5 of the July special number of Dry Goods Review, they were erroneously referred to as manufacturers of the "O. K. make."

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The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

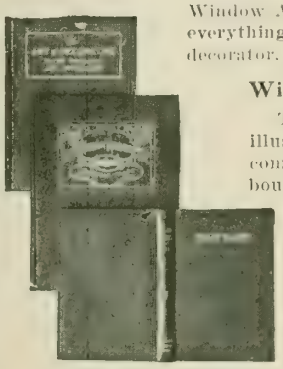
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if that knowledge can be acquired at a very low cost.

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The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

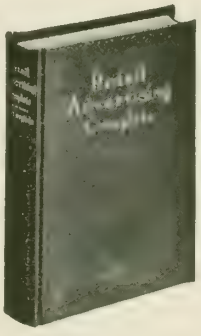


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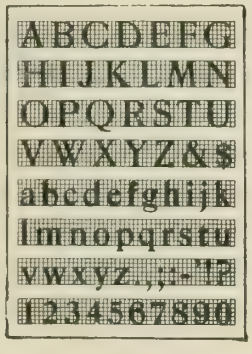
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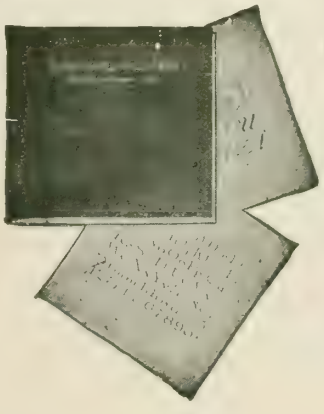
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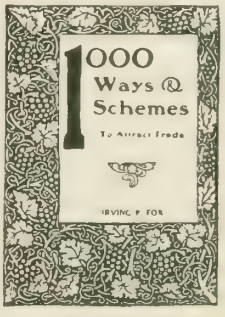
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The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

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MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

The Power of Advertising

in any medium is measured entirely by the strength of the hold of that medium upon its readers.

The Dry Goods Review has won the confidence of its readers by giving unbiased news and ideas of a practical nature to practical men engaged in selling dry goods and kindred lines.

Its readers, who are the best merchants from coast to coast, rely on The Review's information.

Its readers have found it authoritative, helpful, useful and interesting.

Its readers have confidence in the firms and goods advertised in its pages, and are largely guided by announcements contained therein.

The Review is not an experiment, but a trade newspaper of twenty-four years' experience.

The Review originates—it cannot afford to follow. That is the reason you so often hear, "I saw it in The Review."

DRY GOODS REVIEW

Vol. XXIV ◆ PUBLISHED SEMI-MONTHLY ◆ No. 22



The MacLean Publishing Company, Limited
MONTREAL, TORONTO, WINNIPEG, VANCOUVER, NEW YORK, LONDON, ENG.

The Western Leather Goods Co., Ltd.

Fitted Toilet Cases, Collar Boxes, Gentlemen's Wallets, Purses, Bill Folds, Boys' Buster Belts, Ladies' Belts, Etc.

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in two-hundred varieties



1016—Goat Seal, a very artistic looking bag. Made to retail at - - - **$2.75**



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Ladies' Purses

in many styles



899—Made in genuine Morocco, Suede, Calf, and other leathers. Has inside frames. A very dainty bag for any woman. Retails at **$3.50 $.500**

Select Your Stock Now For 'Xmas Business

Our representatives are now in from the road and are ready to give personal attention to open orders. In case you are short of any numbers let us know at once and they will be attended to promptly.

The Western Leather Goods Company, Limited
1191 Bathurst Street, - - - - TORONTO

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. November 20, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

PUBLISHERS DRY GOODS REVIEW.

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Invariably in advance.

Upward Trend in Prices

A STRONG trend upward is noted in prices at the present time. This is due primarily and directly to the advancing cost of raw materials. Wool is reported to be scarce and, in view of the fact that consumption has been exceptionally heavy all year, it is not unreasonable to accept as a surety that the price of wool will remain high. This condition is naturally being reflected in the price of fabrics. The same applies to silks and flax. The rapidly increasing cost of doing business, the higher wages paid for shorter hours of work, tend to make the price of materials a serious problem.

To the retail merchant, the present trend in prices is of paramount importance. If in many lines he is going to encounter stiffer prices—and there can be no doubt that such is the case—it will be necessary for him to shape his selling policy to cope with the situation. The public must be educated to the fact that certain goods are going to cost more. People will then come to expect and be willing to accept advances when the condition of the market renders higher prices imperative.

Wilson and the Tariff

DOES the election of Woodrow Wilson and the overwhelming triumph of the Democratic party, presage a radical change in the tariff policy of the United States? Would Canadian trade be affected if the American tariff were lowered?

These are questions which are being discussed on every hand since the result of the elections became known. It is a foregone conclusion that the party now in power will give immediate attention to the tariff question. "Revision downward" has been the campaign cry of the Democrats for years. Woodrow Wilson has been a frank advocate of the policy of tariff for revenue alone. It is not to be considered that, with the endorsation of their recent victory, they will abandon their policy and break their pre-election pledges by leaving the tariff as it is. To what extent reductions will be made is, of course, a matter of conjecture pure and simple. It is significant, however, that business men do not seem to have

taken alarm. They even view the impending assault on the heretofore impregnable citadel of high tariff with an equanimity born of perfect confidence in the permanency of present prosperity.

The impression on this side of the border is that changes in the American tariff will not likely affect Canadian trade. Manufacturers acknowledge that they are watching developments closely but they do not feel there is reason to expect any unsettling denouement.

Chief interest centres in the wool situation. It is believed, however, that it will take a long time to untangle the complications which have crept into this vexed problem and, in the meantime, conditions of trade between Canada and the United States will remain unchanged.

There is general confidence felt that whatever changes the future may bring, they will not be of sufficiently substantial nature to disturb present trade relations.

Living Up to Advertised Prices

THE general consensus of opinion among dry goods men seems to be that it is advisable to live up to advertised prices in cases where the figures have been wrongly quoted. Unless the mistake has been too glaring and involves a very heavy loss, such as the quoting of $25 garments at $5, it is found expedient to meet the price rather than to make explanations.

A merchant endeavors to build up a strong feeling of confidence among customers in the reliability of his advertisements. He wants people to feel that when they see anything in his advertising they can depend upon it to the letter. It is only when this absolute confidence is felt, that a merchant can get the fullest returns from his publicity efforts. The farseeing dealer is loth, therefore, to refuse to sell goods at a price which has been advertised, even if that price is obviously and even dangerously wrong. He feels that it would be better to pocket his loss in silence rather than to make explanations which might shake the confidence of even a few of his customers in the absolute dependability of his newspaper announcements.

Of course, there are exceptional cases which cannot be reckoned this way. If the mistake is so bad that it will mean a heavy loss and probably result in so big a rush for the advertised article that there will be no further demand for that article in the immediate future, then the question must be approached from other viewpoints.

The question of the liability of the publisher cannot arbitrarily be settled. It depends, first, upon who was to blame for the mistake and, second, the nature of the contract between publishers and advertiser.

Broadly speaking, it is good policy for the merchant to sell at the advertised price. There are numerous ways in which the loss can be turned to good account.

Wage a Strong Fight

THE protest lodged by the Canadian Manufacturers' Association and the boards of trade against the increased cartage charges which the railways proposed to put into effect, has been temporarily successful. The commission has adjourned the hearing of the case and, in the meantime, the old rates will remain in force.

The opportunity thus presented of securing fresh facts to continue the fight, should be embraced. The proposed advance is a serious matter for all interested in trade. Any increase in the cost of carrying—which cost is deemed now to be very high—would have to be borne by the goods sold over the counter. Accordingly, it would likely prove, for a time at least, a heavy handicap on the retail merchant. It is asserted that the proposed advancement of the rates would tend to throw all carrying into the hands of the express companies; and express rates are so high that it would clearly be a case of "out of the frying pan into the fire."

The temporary success achieved by the forces lined up in opposition to the change has created a feeling of confidence that the proposal will be dropped. This should not be allowed, however, to lessen the efforts put forth to block it. The fight should be continued. It can be depended upon that the Manufacturers' Association will continue the fight actively and the retail merchant should make himself felt through the boards of trade.

Attend to Collections

MONEY is becoming scarce and builders are offering the loan companies as high as 7 per cent. in Ontario and Quebec centres. This is the highest rate for mortgages that has been reached in Eastern Canada for many years. In the West, 8 per cent., and in some cases, as high as 10 per cent. is paid for real estate loans.

This condition is due to the rapid growth of this country necessitating more building of stores, warehouses, factories and offices, the erection of dwelling houses to take care of the increased population and for people who, having made money, are housing themselves more luxuriously.

Scarcity of money is due, at the moment, to the troubles in Europe. The moment these are over money should become plentiful again, but as we have said, it is very hard to-day to get at 7 per cent., on the

COMPETITIONS A GOOD FEATURE.

St. John's, Newfoundland.

Dry Goods Review.—"For some time I have been a subscriber to the Dry Goods Review and have been instructed in many respects concerning the dry goods business. The idea introduced by you some time ago, of competitive talks on dry goods problems, is certainly one of the most attractive features of your paper. It cannot fail to be of great and lasting importance to the retailer."

J. M. DEVINE.

best loans. It may reach a more acute position. This, however, should not affect wholesale and retail merchants. Business is excellent, money is plentiful among the consumers, therefore the wise merchant should devote much attention to the collection of all monies due him; all overdue debts anywhere in Canada should be pressed hard for collection. Our readers who act on this advice will find themselves in a much better position than those who do not.

"Quality" Times, These

"OUR contention is that the consumer in a country as prosperous as Canada is ready to pay for a good article."

Right. This extract from a letter received by The Review from a Canadian manufacturer, sums up in terse form a truth which a good many dry goods merchants have failed to grasp. It is, perhaps, the one outstanding feature of retail merchandising to-day. The ultimate consumer has a taste cultivated to the point where he wants the best; and the money withal to satisfy that taste.

Back of the high cost of living lie many causes. One of them—and not the least—is the lessened tendency to live close. People want the best. As general prosperity has been very marked of recent years, people have had more money to spend. They still have plenty and, as there are no indications of the pendulum swinging back to the side which marks the lean years, they will continue to have enough to buy freely.

This statement of undoubted conditions provides food for thought for the merchant. The policy of pushing quality goods in what might be termed a quality year is very apparent. At the same time, the merchant cannot take too much for granted. If he sets out to educate his clientele to buying the best goods, he must expect to have everything in keeping. Progressive merchandising methods are necessary to build and hold a demand for the best goods.

The Passing View

Just thirty-five more days to Christmas! Time to get started on the holiday campaign.

* * *

There is not a cloud, even the size of a man's hand, on the horizon of commerce. Conditions are sound and there is no reason to suspect that this will not continue.

* * *

Clear the decks for action. Christmas business is looming up "in the offing."

* * *

An iconoclast never makes a good salesman. Criticism of the opposition or of his goods does not make sales.

* * *

"Trust, and 'dead beats' deal with you; ask cash, and they leave you alone," is a homely paraphrase of a well-known proverb, but it hits the nail on the head.

* * *

Higher prices: Where have we heard that phrase before?

* * *

There are three qualities necessary for success in business: capital, brains and honesty. And the greatest of these is honesty.

* * *

A good salesman is a student of faces. He can size his customer up at once. He perceives the dominant trait of character and decides if the person before him belongs to the combative or cunning type, the grasping or generous minded, the vain or the austere. He bases his arguments along the decision reached.

FEATURES OF THIS NUMBER.

Right House Makes Ad. Record.
Raw Materials Advancing in Price.
Departure in Ornamental Showcards.
Personality of the Manager.
Knit Goods Department—Higher prices are pending.
Prolonging the Fur Season.
Men's Wear Section containing hints on Christmas merchandising—Official stock Records adopted.
Millinery Department—Rare Color Combinations are the Vogue.

Right House Made "Ad" Record

Used seven pages of advertisements in one day and thirty-nine pages in all to advertise anniversary sale—The results in keeping with extensive nature of campaign—All departments broke records.

"BECAUSE of the increased space used by The Right House in announcing its 60th Anniversary Sale, the advertisement has been shifted from this, its regular page, to pages 8, 9, 10, 11, 12, 13 and 14."

This is the simple announcement heralding seven full pages of advertising matter used by this firm in commencing their Anniversary Sale. The advertising of this event gives The Right House the unique distinction of holding the Canadian record for using the greatest amount of advertising space in so short a period. During anniversary week, 39 full pages of display advertising appeared in the leading local newspapers, which are four in number, besides matter in smaller newspapers and considerable direct advertising.

This comprehensive campaign was launched on the theory that the results of such an extraordinary advertising venture (properly backed, of course, by the merchandise), would amply warrant the increased advertising expense. It proved to be good judgment as the proportionate increase in gross business over that of the previous anniversary sale was greater by far than the proportionate increase in advertising. This is saying a great deal as the advertising increase was approximately 200 per cent.

INCREASE IN EVERY DEPARTMENT.

The sale amply sustained the old adage "that a thing worth doing at all is worth doing well." So thoroughly was this sale planned and executed that not a department in The Right House failed, on the first day of the sale, to attain the highest sales record of its history. It is estimated that during this day at least 15 per cent. of the total population of Hamilton passed through the store. The rush exceeded the greatest expectations.

The efficient delivery system was soon taxed beyond its powers and although every delivery vehicle that could be secured was pressed into service, some anniversary purchases could not be delivered until a week after the sale had ended.



Opening page of 7-page announcement of The Right House 69th Anniversary Sale. Most of each page was devoted to a department or goods on each floor. Display type and price, with well arranged cuts, were used to give individual importance to sections and combine effectively in a general announcement. Father time headliner cuts were used on each page.



Departmental sub-sections of 7-page 69th Anniversary Sale ad. of The Right House, Hamilton. The items and prices in these announcements are a good indication of attractive sale leaders. Most of the lines were bought specially for this event, and show that values offered by the buyers are a good "sale" standard in special merchandising.

Satisfy Your Customers!

Supply the Pattern they ask for. Millions of women and thousands of merchants know that

Standard Patterns

are the "Patterns that give satisfaction."

It will pay you to write.

Standard Fashion Company

12-14-16 Vandam Street
New York

Convenient Branch Offices

San Francisco, 609 Mission St.
St. Louis, 1629 Washington Ave.
Toronto, Ont., 68 Duchess St.
Chicago, 205 West Monroe St.
Boston, 105 Chauncy St.
Atlanta, 82-84 North Broad St.

Raw Materials Advancing in Price

The increasing cost of doing business makes for a higher price level—Consumption is heading close on the heels of supply—An interesting comparison of prices past and present.

THE turn of the year finds the trade facing the absolute certainty of higher prices on all the raw materials that are used in the production of the leading textiles, and a corresponding advance must therefore be looked for in the fabric market. Wool, silk, and flax are all advancing in price, and also in spite of a considerable amount of fluctuation, much of which is speculative, the general trend of the raw cotton market seems to be towards a higher level of values.

LABOR COSTS HIGHER.

But apart from the enhancing values of the raw materials there is another potent influence that is making for higher prices. It is not just that wages are advancing, but there is an increasing tendency both in Europe and America that is leading towards the passing of labor legislation that calls for costly re-adjustment and added expenditure. Also there is a very decided movement, which in some places has gone into effect, towards the shortening of the length of the working day, and what is of even more importance from the manufacturers' viewpoint, this takes place without any corresponding reduction being made in the size of the pay envelope. In other words, the manufacturer is having to pay the same wages for a shorter working day as for the longer one, and for the lessened out-put that it entails. Therefore his goods are costing him more.

Also it should be remembered the same causes are affecting all contributory trades, and every article the manufacturer makes use of in his varied productive processes now bears a higher price. Therefore a decidedly larger margin has to be allowed to cover the materially increased costs of doing business.

Another factor that has an increasing application, particularly to the Canadian market, is the larger demand for better grade fabrics, in the production of which labor is the most important and expensive item. These are important changes that buyers in future will have to make due allowance for when the trend of prices comes in for consideration.

CONSUMPTION IS GROWING.

That consumption is treading very closely upon the heels of supply seems all there is to it in the wool situation. Though 85,000 bales of wool over last year, have so far been delivered at the London sales rooms, buyers are still in want of wool. This condition is also reflected in the opening reports of the new season's clip in Australia. Australasia as is well known produces the greater proportion of the world's supply of raw wool. Due to drought during the first months of the year, the clip that is now coming into the market is not only below the average in size, but a very considerable proportion is poorly grown and burry and wastey.

BIG ATTENDANCE AT SALES.

Notwithstanding this fact, the opening sales in Sydney drew a large attendance of buyers and the bidding was so keen that the opening prices are reported from 5 per cent. to 15 per cent. above those of last year. And these advances will be reflected in the prices now making for the Fall season of 1913.

In England and on the Continent during the past week the news from the Balkan States has acted as a decided check upon advanced business. Wool users are inclined for the present to go slow and are purchasing only to fill requirements. Neither the spinner nor the manufacturer is inclined to place orders far ahead when there is a possibility that a period of curtailment and dear money may be at hand. So far, the war scare has had no effect upon the wool market so strong is the situation. A steady business is passing and prices are firmly maintained.

In the raw cotton market the firm prices and expected advances are due more to the increasing cost of production, and the strong position in which manufacturers are placed with regard to orders, rather than to the price of raw cotton.

Due to hand to mouth buying in the immediate past, stocks of goods in buyers' hands are very low. Manufacturers on the other hand are busy making delivery against back orders. Therefore any transaction that calls for an early date of delivery is difficult to put through and always carries full prices. This applies to a large variety of fabrics but more particularly to fine materials and fancy weaves, but prices all the market through are thoroughly maintained.

Silks are so largely an article of fashion that even with advancing prices and an increasing consumption there are lines that are neglected. Though the present sale of silks is so large it is confined to special fabrics to the neglect of other lines. Therefore while many makers report a satisfactory business there are complaints made from neglected branches.

Due to fashion's continued vogue for silk fabrics, raw silk values are stiffening both in Europe and in the East. Though satisfactory business, as before stated, is largely confined to certain fabrics, advances

(Continued on page 8)

Departures In Ornamental Showcards

New ideas for improvement in showcard writing are constantly being evolved—Lithographed Cards is the latest idea introduced by the writer of this article—It lends uniformity to cards shown in store.

Written for Dry Goods Review by A. Hardy, with Murray-Kay, Ltd., Toronto.

THE demand for ornamental design in show cases and price tickets is on the increase. This is due to the general competition shown in the improvement of advertising methods. Retailers in all progressive cities and towns contest strongly for first position in the attractiveness of their windows and the publicity that can be given to the entire store and the stock through neat and artistic show cases.

The windows and interior of the store represent valuable advertising space for the show card writer. This fact a great many merchants seem to overlook, apparently not realizing the possibilities of increasing their business by that means. The show card writer is an important factor in the commercial world today. He goes, or should go, hand in hand with the advertising man.

CARDS SHOULD SHOW INDIVIDUALITY.

A show card is the same as an advertisement in that it should reflect the individuality of the store. People on the streets judge the character of the different departments of the store by what reaches their eye. They are quick to respond to meritorious work in show cards. Therefore, the writer of cards can do a great deal to bring business. Show cards should have trade-bringing qualities.

For all of which reasons, show card writing is being put on a higher plane. Rapid advances are being made and new ideas are being constantly evolved.

USE OF LITHOGRAPHED CARDS.

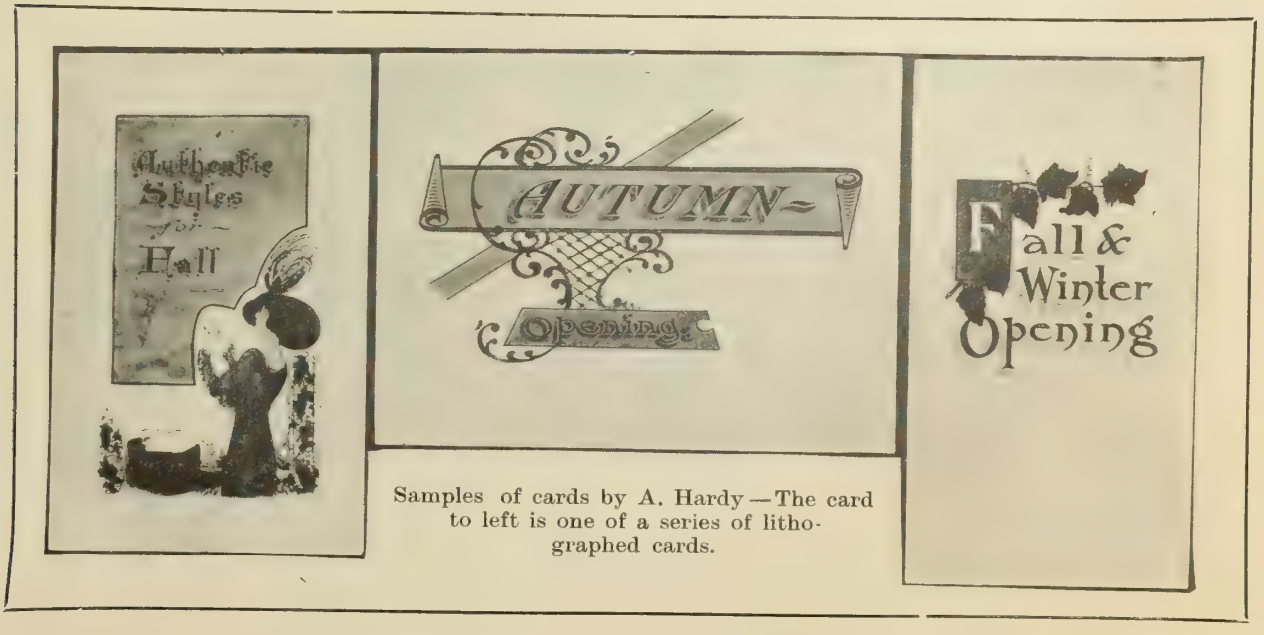
The use of lithographed cards is one of the latest departures that we have put into effect. The card shown on the left in the accompanying illustration is a sample of this class of work. The border and drawing were lithographed, quite a number being secured. The figure work was then colored by hand. The next step was to paste on a piece of onyx paper upon which the lettering was done.

The adoption of lithographed cards is a distinct departure, with this one big advantage. It enables us to show a dozen more cards with the same design, thus giving desirable uniformity and stamping the card offerings with a tone that will be recognized as peculiar to the one store.

SOME PRACTICAL DETAILS.

The card shown in the centre was outlined in waterproof ink which keeps the water colors separated. The water colors were flowed on, the tinting varying from pole to dark green. A lettering was done in single stroke in brown. The diagonal bar

(Continued on page 8)



Samples of cards by A. Hardy—The card to left is one of a series of lithographed cards.

MEN & METHODS

Personality of the Manager.

"What do you find to be the best form of advertising for a general dry goods store in a town of this size?" was the question which the Review asked of Charles Begg, of Collingwood.

"Well, I think I can say positively that the local newspapers fully answer the purpose," said he. "While I will not say that every advt. has a direct response on all articles featured, I think I may say that they bring people into the store to see certain goods, and I think that is all that can be reasonably expected of an advt. Of course when a special value is played up strongly the response is generally immediate. The way I look at it, that merchant has an advantage who can give personal inspection to the business. The personality of a manager counts, and, if he is so disposed, by mingling with the customers, finding out their views on certain matters, thereby obtaining a line on their likes and dislikes, a merchant can soon acquire a fund of information that will be of great practical value to him in improving his business."

The Begg store has a frontage of 44 feet, a depth of 150 feet and ready-to-wear garments and millinery are two strong special departments. Housefurnishings are carried on the second floor.

Leaders in Every Section

A leader value in every department of the store is the idea that has been worked out with considerable success by W. F. Gray & Co., Owen Sound. The firm do business on an absolutely cash basis. They apply the same principle to their buying. Their staple department is an important one, and the adoption of leaders is the strong advertising feature. Thus in their silk section they have a black paillette at 69 cents, or 79 cents, in colors, which gives that department a reputation; they have a dollar corset which is also a trade puller and even in housefurnishings they have a three by four velvet rug at $20 which is a strong seller. It is the same in all sections, and since these are values which interest customers sufficiently to attract them to the store, other lines benefit by introduction.

Besides general dry goods, ready-to-wear and furs, the firm carry boots and shoes which are conducted as a large separate department. The business was established about 28 years ago.

"We obtain much useful information from the Dry Goods Review," said Mr. Cavers, the manager. "The present season affords an instance. We were somewhat in doubt as to the proportions to adopt in buying for a certain department. We followed the information in The Review, and let me tell you we are mighty glad to have done so. Your information was reliable, and we figure that if a newspaper cannot be a dependable guide to the buyer it shouldn't be in the business."

In Meaford another store is conducted on the same businesslike basis by S. A. Gray, a brother of W. F. Gray, of Owen Sound.

Departures in Ornamental Showcards

(Concluded from page 7)

was done in orange to throw the panel into strong relief. The scroll work was done freehand.

The card to the right was also somewhat of a departure. The outlining was done with waterproof ink. The initial letter was placed on an orange background, the natural color showing within the outline of the letter. The lettering was single stroke done in green and shaded with grey.

Raw Materials Advancing in Price

(Concluded from page 6)

are looked for on silk fabrics due to the size of the demand.

In the linen market the spinners seem to have full control of the situation for though flax is somewhat easier, yarn prices have stiffened and the manufacturers are trying to cover ahead. Manufacturers themselves are in a strong position for there is an all round demand for linens, and they are booked up well ahead.

INTERESTING PRICE COMPARISONS.

Now that there is a general advance taking place in all raw textile materials, comparisons made over a period of forty years are interesting. The first ten years, that is, from 1871 to 1880, was the time of highest prices, and values were lowest between the years of 1891 and 1900. Since 1903 there has been a tendency to revert to the prices ruling during the seventies in all raw materials save silk, and the values of raw cotton in 1910 have only during the past forty years been exceeded once, and that was in 1872.

Between NOW and Christmas You Can Earn $20 Per Week

This year the MacLean Publishing Co. find it necessary to engage a larger number of representatives than ever to handle their Christmas business. Thousands of subscriptions to the MACLEAN MAGAZINE fall due between now and the first of the year. We need respectable men and women of good address to look after these renewals and secure new business for us.

In every town and centre of population in Canada are hundreds of our readers. You are well acquainted in your own locality, and have direct access to these people. Their subscriptions expire at the end of the year and their renewals are merely a matter of your calling on them.

Never before have we had such an increase in new business. Our Magazine is demanded by the business and professional classes, while the average reader enjoys it. You can also look after this new business for us. We give the most liberal pay of any publication on the market. By devoting your spare time to the work you can easily bring your earnings up to $20 per week. Many of our local salesmen exceed this modest estimate. For the balance of the year 1912 we are going to spend thousands of dollars on our local sales force. Your town will share in this expenditure. .Here is a business chance for you. Take charge of this work in your own town during spare hours. All that is necessary to become our representative is to write for supplies and further instructions.

Send In Your Application To-day to

The MacLean Publishing Co.

143-149 University Avenue

TORONTO, ONT.

The Island's Biggest, Best and Busiest Store



To P.E. Island Merchants Particularly

The Maritime Merchant that wants to increase his sales and decrease his losses will select goods in sympathy with the environment of the people.

Buy from a wholesale house that has made a study of the requirements of the people and a success of retailing.

Do not place for Spring, 1913, until you see our samples and get our prices. We are in a position to save you money.

R. T. Holman, Ltd.

Summerside



Stiff underwear market and prices for Fall, 1913—Manufacturers size up conditions—Samples ready for trade in January—Unnecessary cost in placing—Buyers attention and early orders a matter of policy.

DIFFERENT reports are given regarding prices for Fall, 1913, underwear. Samples are now being prepared to go on the road in January and market conditions are of first importance to buyers.

Canadian trade is not anticipating any marked changes in prices or qualities. Both wholesale and retail buyers are of the opinion that prices will be about the same as last year and that manufacturers will meet staple values.

Reports from the mills, and the general tone of underwear and kindred markets, suggest, however, that conditions are important enough to warrant inspection by buyers to convince themselves in their opinions.

At present, manufacturers have not decided definitely on prices. Different forecasts as to prices are given on ranges to go to the trade, which would suggest more marked advance or change in values on men's lines than in women's garments.

Several factors in the market and in the labor situation, indicate higher prices or lessened weights; although domestic ranges are not likely to be affected to the same extent as United States mills and opening ranges have been.

ADVANCES IN UNITED STATES RANGES.

Latest reports from that source confirm the firmness of the market and anticipate an advance in prices, which may be expected in Canadian ranges. Several United States mills are operating their ranges this month and some advances vary from 12½c to 25c dozen. It is claimed that prices were quoted too low on many numbers last year.

Other influences are noted which tend to higher prices. Samples are later, showing that conditions were carefully considered. Politics have been a factor as road salesmen did not start out until after elections. The confidence with which orders are expected to be placed would show that the trade are expecting to take advantage of opening prices, being satisfied that prices are likely to be firmer.

Higher costs of production, changes in working hours and reduced output are probably more evident than usual and account for some changes. Advances in cotton and wool have to be considered.

Different manufacturers size up the situation in answer to the inquiry whether Fall, 1913, lines would be advanced in accord with market conditions and the outlook for Fall business, as follows:

"Most likely our standard lines will be reduced in weight but a good many of them will no doubt have to be advanced in price. New lines which we are bringing out will, of course, be according to the price of raw material. We certainly expect a larger volume of business for 1913 than for 1912, which was, with us, a record breaker.

"Re prices for men's and women's underwear for Fall, 1913. While it is a fact that the price of worsted and merino yarns have advanced since last season and also cost of manufacturing, cotton yarns will, we expect be about the same price as last year. While there should be an advance on wool, and mixed wool and cotton goods, we do not think that there will be any advance in a general way on men's and women's underwear.

"There is no doubt but that in view of the high price of raw material, certain advances for the Fall of 1913, will be necessary.

"We are not in favor of reducing the quality or standard of our goods, but we are in favor of increasing the price, under the conditions. Retailers will have to get away from popular prices. Instead of asking $1 for a garment, he will have to ask $1.10. If he will not do this he will get an inferior article at the old price.



Alfred Hawley
DYER

When buying Hosiery
ask for

HAWLEY'S
"HYGIENIC BLACK"

There is no better
Dye in the World.

Every Pair
Warranted Fast
to Washing, Hard Wear
and Perspiration.

Works - Hinckley, England.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

"King Quality"

The HOSIERY HOUSE of Canada

"Queen Quality"

Our travelers are now on the road for Spring 1913 with—KING QUALITY MEN'S HALF HOSE and QUEEN QUALITY HOSIERY & GLOVES for women and children.

The lines throughout are most interesting and it will pay you to wait for our representative.

MAIL ORDERS WILL RECEIVE
OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.



"Our contention is that the consumer in a country as prosperous as Canada is ready to pay for a good article."

"Regarding values for Fall, 1913, in knitted underwear. We have not yet settled on our new range of ladies' and children's goods, but, judging from present appearances, values will be very similar to last year. In case any change is made at all it will be in the way of a slight advance over 1912 prices, as not only is new cotton higher in price than a year ago but manufacturing costs continue to advance."

"Fall underwear for 1913 will most certainly show an advance. The cotton market is very stiff at present and especially mills in Canada are holding for a very stiff price. Wool is up fully 2d. per pound. Wages will never decrease.

"Goods will not be depreciated in our mill. There will, however, be an advance in prices. What effect this will have on sales remains to be seen—when our travelers go out in January. We feel sure that if all manufacturers would keep a stiff price all the mills would be busy and there would be a better tone to the market.

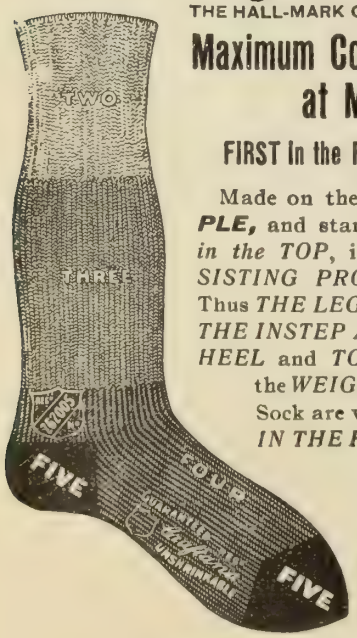
"The knitting trade in the States is in first class condition. Mills are all busy, in fact, a great many are refusing orders. The tendency over there is an advance in prices for another season."

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

TO PUT BUSINESS ON BETTER BASIS.

More than usual interest, therefore, is to be given underwear buying this season than for several years past. Manufacturers have seldom been so uniform in their desire to place underwear business on a better basis. The question in the trade is whether past precedents will be overcome and prices secured throughout, that will show a fairer return to the producing end of the business.

Events of this season are naturally expected to change the attitude of buyers in covering their wants at an early date. The staple and satisfactory garments manufactured to-day and the possibilities of advances in prices should be of interest to buyers, large and small. Those, who depend on the mills to supply goods on short notice have cause for reflection.

Three things are evident to shrewd buyers. Values to-day are better than those likely to be available later. Stock on hand is good value in view of advances. Undue clearance prices are necessary to clean up in time for Spring lines. Considering the enormous quantities of underwear handled in Canada, and the possibilities of increased turnover, not only in individual departments, but for next season under existing values, buyers have a good proposition.

New samples will be worth comparing. Although nothing definite can be decided until each buyer satisfies himself that values are right, early selection is likely to show foresight. One thing is certain, values will not be less.

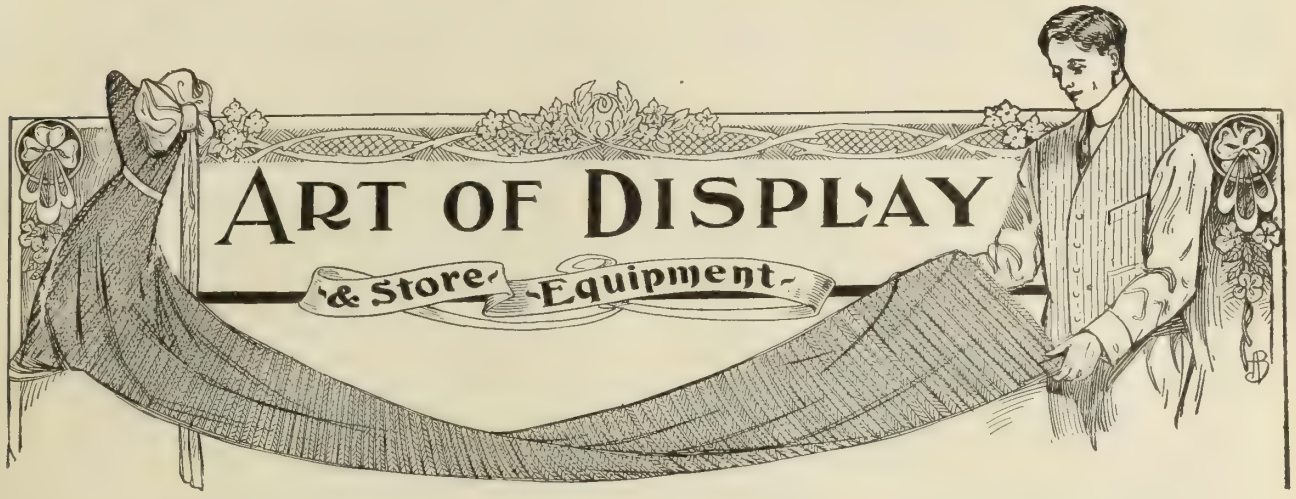
Whether changes are sufficient to warrant increased orders on some numbers remains to be seen and depends on how buyers view their opportunity.

GOOD OMENS IN THE TRADE.

Insistent demand and healthy conditions of underwear trade are good omens. From the price standpoint, buyers are right in their willingness to pay present prices. They are safe enough in buying early. First bookings will protect quantity and quality leaders and value for catalogue numbers. Many garments of standard manufacture are good for early buying at present prices, under the advancing conditions of the market.

Underwear is usually safe enough to buy when ranges are first opened. Many merchants have a fair knowledge of relative values of different ranges, and where advances will be apparent. Selling merit of any one line will not be sacrificed by any advances made.

Conditions all suggest getting away to an early start and placing early, both in the interests of merchant and manufacturer. Practically all the ranges are expected to be ready in good time and buyers can form approximate ideas of how far prices are advanced in Fall, 1913, samples, and the likely effects on Fall merchandising. To see and compare lines early is advisable from present indications.



The first of the year will see white goods displays — The importance of introducing touches of color — The use and arrangement of fixtures — A suggested "boudoir" window.

Written for Dry Goods Review by H. C. McDonald, with Murray-Kay, Ltd., Toronto.

THE first on the programme for the new year are January white goods displays and the usual January clearing or after-inventory sale. There is nothing more pleasing to work with in a window than dainty lingerie. It gives one an opportunty to use dainty color combinations and the goods always show up well because, being white, they do not take up reflections like darker goods.

If you can use bits of green, foliage and dainty colored ribbons in the window you will hardly need anything else in the way of decorations because the merchandise itself is so attractive.

Many ideas may be derived for the showing of corsets in your white goods displays. By devoting your entire front to some one line of goods you bring it so strongly to the attention of the passers-by that they cannot help but know there is a special feature on that certain line. The more importance you give to a sale, the more important it will appear to the customer.

USE COLORS.

When one shows nothing but white goods in a window it is quite important that some bit of color be introduced in the display in order to take away the very plain, colorless effect of an all white trim. Color will more quickly attract the eye and also form a pleasing color contrast that greatly improves the appearance of the window.

Color can be introduced in various ways. An especially good way is to use colored tissue papers beneath flounces in the sleeves and in the yoke of the underwear. This colored tissue paper brings out more clearly the detail of the embroidery and lace trimmings. If a light green tissue paper is used it would be a good idea to use large bows and streamers of light green ribbon to match, using the ribbon in a decorative way, on the background and on the merchandise.

A few sprays of light green foliage would look well in a green and white window of this kind. If pink paper and ribbon is used we suggest the use of artificial pink carnations, roses or apple blossoms. The apple blossoms are more of a Spring flower and therefore a trifle more appropriate.

The propriety of showing muslin underwear upon forms is a question that would not often arise with many merchants. Nevertheless, this matter has been seriously discussed by several high-class stores and some of them have discontinued the custom of displaying lingerie upon forms. Marshall Fields & Co. have not used forms in their underwear displays for two years. They hold that this kind of display is indelicate. Conservatism is frequently shown by first class stores in the matter of window display.

Considerable skill is required in making a strong muslin underwear display from the flimsy nature of the goods, there is a tendency to make the effect a meaningless jumble of white in which one garment cannot be distinguished from the next one. This is to be guarded against. Each garment should be exhibited in such a manner as to bring out its characteristic lines.

DETERMINING COLOR SCHEME.

Most muslin underwear garments have some delicately colored ribbon worked through them, such as pink, blue, yellow, heliotrope, etc. This coloring decides the color scheme of the display. To carry out the scheme, the floor should be covered smoothly with cambric or sateen in the same colors. The tissue paper lining that is used to bring out the pattern of

Seasonable Display Suggestions



Panel background with white sail scenic effect and cotton bolls for January white sale, advertising, simple drapes with ribbon, offset with gloves, parasols and millinery. Note show ticket with inset cotton bolls and making use of the factor which makes white sales such merchandising events. "Save by spending now."



Grouping of underwear and hosiery for January white sale. Boosting business by anticipating sales. Several departments require stocky displays at this time. This or similar settings, with suggestive streamers and plenty of cards and tickets, get results in average or departmental stores. By Jerome A. Koerber, for Strawbridge & Clothier, Philadelphia.

NOTICE

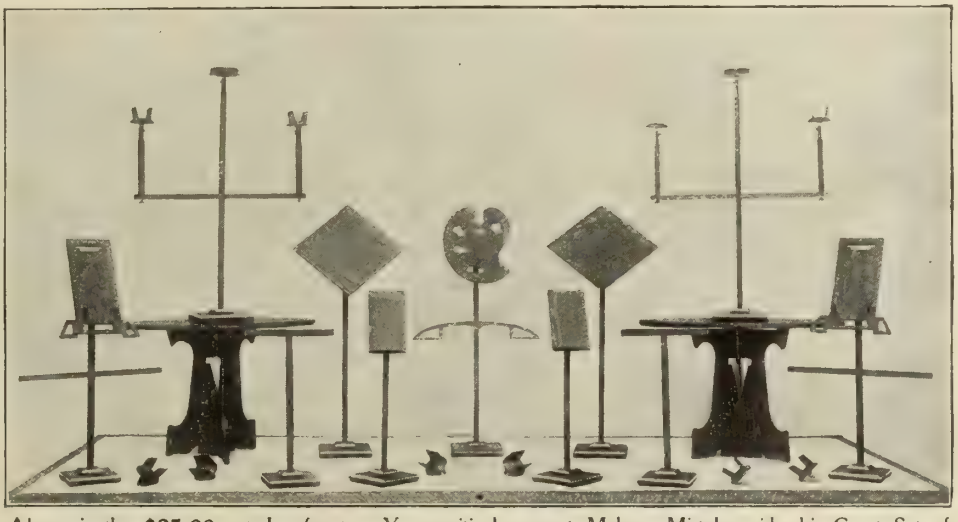
To The Retail DRY GOODS MEN

My Special Set of Wood Window Fixtures Will Help You With Your CHRISTMAS TRADE

No matter what your RENT is your SHOW WINDOWS cost you more than *half* of it because of *prominence* of *location*.

I Can Show You How to Spend **$21.00, $28.00** or **$35.00 NOW** and Get It Back In **EXTRA PROFITS** Several Times Between **Now** and **Christmas.**

ONKEN INTERCHANGEABLE WOOD WINDOW FIXTURE **YOUNITS** TRADE MARK



Above is the **$25.00** set I refer to. You positively cannot Make a Mistake with this Great Set of Interchangeable Wood Window Fixtures. Patented, 1911, in the United States and Foreign Countries.

NOW you get everything you see in the above picture, excepting the floor platform. A glance at once shows you that you have everything you need, such as: Shirt Slabs, Merchandise Slabs, Beautiful Tie Displayers, Pedestals, with large, oval top boards (movable), Hat and Collar Younits, Tee Stands and Trees, all made interchangeable so you can arrange them to suit your ideas, and above all, your windows.

Special Sets I Make

Set No. 19 Large enough for two windows and inside store use. 80 YOUNITS **$35.00**

Set No. 19½ Large enough for one window and inside store use. 42 YOUNITS **$21.00**

Set No. 4 110 YOUNITS. This set is made for the general store trade. This set can be used for displaying Dry Goods, Furnishings, Clothing, Shoes, Hats, Hardware and Groceries. A good all-round set **$28.00**

Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the Southern Canadian Border.

Finish Made of select Oak in 3 stock finishes, Weathered, Golden or Antique Oak, all in soft mellow waxed finish.

Storage Chest Each set is put up in a Hardwood hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large size trims made with my YOUNITS sent FREE with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely.

Stock on No. 4 Set Carried in Winnipeg by
Gaults, Limited **R. J. Whitla & Co., Ltd.**
Robinson Little & Co. **Stobart, Sons & Co., Ltd.**
Stock on No. 4 Set Carried in Montreal by
Greenshields, Ltd.

THE OSCAR ONKEN CO.

Established 32 Years

No. 767 Fourth Ave.
Cincinnati
Ohio
U.S.A.

Order through your JOBBER or DIRECT

The Oscar Onken Co., 767 4th Ave., Cincinnati, Ohio, U.S.A.
Send me your Window Fixture Booklet.

Firm .....
City ..... Business .....

25

the garment also helps to carry out the color scheme. In this connection, it may be stated that in the finest goods only white paper should be used for lining, while colored paper adds to the attractiveness of a cheap garment it only serves to cheapen the finer qualities.

As the color of the trimming of the garment is so delicate and inconspicuous it is usually desirable to strengthen the effect by the use of bows in the same shade.

For this purpose a large bow on one side of the back or the end of the window will help much. The bow can be made of wide and narrow ribbons of different colors (according to the goods in the display) and the ends of the ribbon can be carried over the goods to all parts of the window.

ARRANGEMENT AND FIXTURES.

The better qualities of muslin underwear should be shown in a free and easy unconventional arrangement and, in building up the groups, almost any kind of metal stands with cross pieces, can be used.

With this class of goods the fixtures are of small moment as it is the trimmer's skill upon which the display depends. Glass shelves and pedestals of different height, in connection with metal stands, are well adapted to this kind of a showing.

The fine grades come in individual boxes that are ornamented with ribbons and they may sometimes be shown to advantage without taking them from the boxes.

GROUPING OF ARTICLES.

The stocky display of muslin underwear is made on the same general plan as a stocky corset display. The same fixtures may be used with inexpensive goods. The color effect should always be strengthened by the use of colored tissue lining. The best arrangement is to place the small articles above, on metal stands and put the large pieces such as skirts on the floor. In a sale window it is better to place garments of one kind in groups by themselves. For instance, one T stand should be trimmed with drawers, etc. In windows that have mirror backs, the stands must be trimmed from the back as well as the front in order that the fixtures may not be reflected in the glass.

A BOUDOIR ARRANGEMENT.

Another way to show finer goods; if window space permits, is in a boudoir arrangement. The introduction of suitable articles for furniture, such as dressing tables, cheffoniers, chairs, etc., will give the effect of a lady's boudoir. Figures should be used with this kind of a display and the goods should be arranged with studied carelessness, on chairs and hanging out of half open drawers of the cheffoniers, etc. In connection with this kind of a display morning gowns might be shown with propriety. The floor should be covered with a carpet of a delicate color.

Cotton Boll Advertising

The origin of the idea—Canadian firm first sized up its publicity possibilities—Competitions are now conducted by merchants.

The success of cotton bolls in window display and advertising is twofold. Large stores are preparing cotton boll competitions and these will be in full swing during January white sales and smallware showings. In many stores the policy of the firm does not favor any schemes which might be considered in the nature of premiums.

The merchant's endeavor is to get people coming to his establishment. The balance of the transaction rests with the efficiency of the sales staff. In January, of all months in the year, salespeople have more incentive to neglect customers because of anxiety to complete stock-taking. To overcome this, business in January has been promoted by advertising men and window decorators, with the necessity of stock adjustment of old and new stocks, anticipating Spring necessities and bidding for extra sales.

January is a month of clever merchandising interest. Different departments adopt a scheme for co-operation. Cotton bolls combine both publicity methods of the store in a way that appeals.

Cotton boll advertising originated in Canada two years ago last March which shows the business foresight of our merchants. The growth of the idea has been fostered by the aggressiveness of the management of large stores in Canada, United States and Europe.

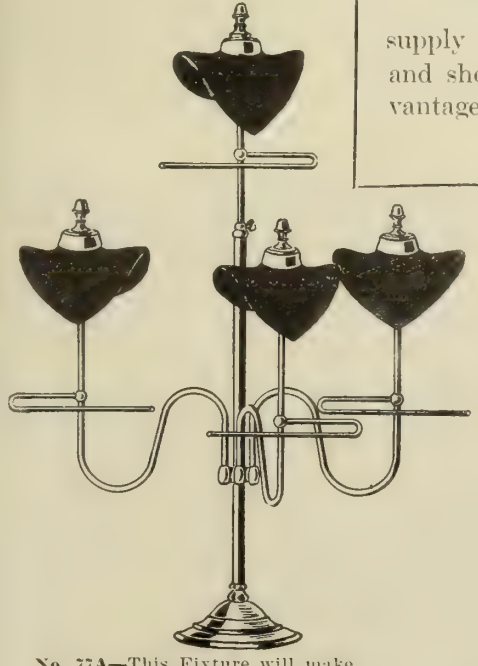
The experience of a gentleman on his vacation in St. John, N.B., showed the possibilities of creating an interest and a new use for cotton. In talking with other guests, conversation turned to the South and cotton-growing. During the evening some bolls of fleecy cotton were shown and admired. For people, who saw the product for the first time, a description of the plant and its growth proved entertaining. So much so that one of the party offered to buy one of the bolls. The project took form in the originator's mind from the fact that people were willing to pay for a souvenir. Surely they would appreciate the idea in advertising white goods sales. Shortly afterward a merchant in Nova Scotia imported several cases of cotton bolls and conducted a successful campaign. The firm have followed it in September and January since and intend to keep up the plan. As the interest grew, different merchants added original ideas, which has brought cotton boll publicity, where it covers every phase of retail white sale merchandising, either in departmental or smaller stores.



No. 213—Muff Stand, ⅜ in. Adjustable Standard, extend to 20 in. Per dozen, $15.00.



No. 214—Adjustable, extends to 20 in. Muff Holder 16 in long. Per dozen, $15.00.



No. 77A—This Fixture will make a complete Display for Furs. Showing the Goods in the position they are worn is a specially desirable feature. N.P. or O.C. Finish. 5 ft. high, 11 in. base, heavy tubing. A beautiful stand. $15.00 each.

Early Displays

vs.

Cut Prices

Early sales—Christmas business is ahead. Attractive displays save later clearance. See that your display expert has proper facilities to bring his showings "up to the minute" in handling all departments. If merchants instead of falling back into the old rut as soon as stock-taking is over, of *cutting the prices of furs* for fear of having them left on their hands, would start a brisk advertising campaign and give their *furs* prominence in *well displayed fur windows* they would be surprised at the result.

Furs to be well displayed should have *proper display stands* and *fixtures.*

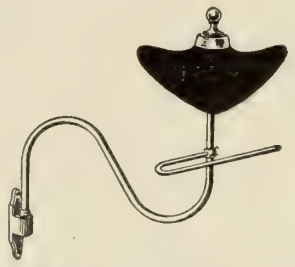
Richardson's Fur Display Fixtures

supply the foundation for such displays and show the goods to the very best advantage, promoting sales and full profits.

We are always first on the Canadian market with the new things in display forms. Have you seen the new "Panier" full figure form?

Wax figures are our specialty. Our models are perfect and our finish cannot be improved on.

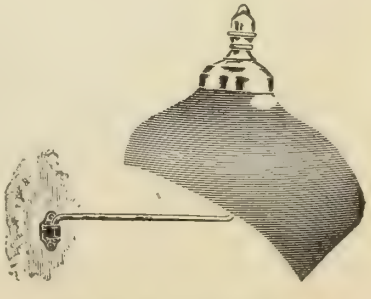
ORDER BY MAIL TO-DAY FOR PROMPT DELIVERY



No. 62—⅜ in. Wall Bracket with Muff Holder, and Shoulder Top. Economize your window space by using these. N.P. or O.C. Finish. $2.75 each.



No. 66—Muff and Collar parts can be raised and lowered separately. 24 in. high, 7 in. Base Extends to 40 in. N.P. or O.C. Finish. $3.25 each.



No. 67—⅜ in. Bracket and Papier Mache Form. $2.00 each.

A. S. Richardson & Co.

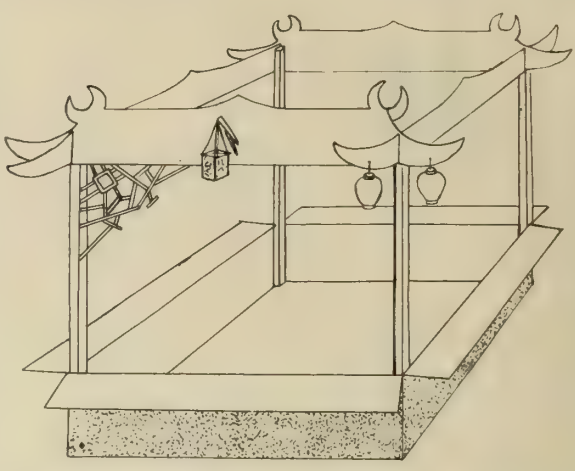
99 Ontario St., Toronto

One merchant uses the idea in an educative campaign, which maintains interest of customers indirectly. It also enlists the good will of children. A descriptive announcement, telling of the plant and its growth is part of the plan. Each customer is presented with cotton boll and cotton seeds and it is suggested that these be planted and cotton grown.

A Neat Christmas Bazaar

"Have you seen the Christmas Bazaar?" is a slogan of The Robt. Simpson Co., Ltd., Toronto, in starting the Christmas selling of gifts. A large section of the 4th floor is reserved and booths and special cash service installed. Each booth specializes on appropriate goods for the season, including toys, stationery, pictures, fancy novelties for the toilet, jewelry, boxes, candies and dozens of other lines in demand at holiday time. Booths are in typical pagoda style as seen in the illustration and can be made by any window trimmer or department head in creating a similar display for the festive event, as a means of increasing sales. Such a setting also attracts customers to sections of the store, where crowds can be handled more expediently.

The base of each booth is 36 inches high and finished with suitable patterns in a medium quality Japanese matting. Counter shelves are covered with cambric. The finish at the top gives a real chinese effect in which the crescent is prominent. It is supported with block uprights. Chinese designs in varied colors, Chinese lanterns and a simple gold scroll in each corner of the top intersections and wistaria or foliage complete an artistic effect.



Christmas booth which can be used for display of smallware, toys and Christmas novelties.

In the average store the numbers of goods requiring display seem to increase at Christmas time. The Christmas Bazaar is a happy spot and becoming more so as the Christmas spirit, which it creates, is pervading the store and customers in their early search for Christmas novelties, "shop early," and "keep to the right" with numbered days till Christmas, will find the Chinese Bazaar thronged with eager customers.



Christmas toy window. Note the calendar on the left showing number of shopping days remaining. This calendar is changed daily by removing one figure and changing the line at bottom. The Christmas poster conveys the idea of efficiency by the following words: "This is the store which most capably assumes for you the character of Santa Claus." For Strawbridge & Clothier, Philadelphia, by Jerome A. Koerber.

CANADIAN FUR TRADE NEWS

Prolonging Fur Season By Advertising

It pays to lenghten the season and not depend upon a speedy turnover of stock—Fair profit can be secured on later sales—Reputation more important than indiscreet or early stock clearance.

MERCHANTS are more or less to blame for shortening of fur selling seasons, because of their fear of carried over stocks.

Previous experience shows that continued mild weather is bound to have but one result on the season's volume of fur sales, and the ultimate showings of departments. At present, early retail fur business is fairly satisfactory. Merchants have conducted their openings and have been busy presenting their assortments. Salesmen are busy with customers, who can afford to select early and are not forced by weather conditions into thinking about furs. Exclusive houses cater to a clientele of buyers, who can buy for style reasons and rather choose to wear furs for effect with warmth as a secondary consideration. Methods so far cannot be criticized as they interest this class of customers. Early business is on novelties and comes to departments which have smart showings.

FURS ARE SELLING LATER.

Furs are selling later each year and are becoming an all-year proposition. For the past two seasons early business has been disappointing. Under usual merchandising procedure of clearing sales in January or February, furriers do not have anything like a suitable season.

No doubt a change in temperature is due with a consequent rush. As one salesman states: "Merchants will then be howling for more stock and repeats on best selling numbers." Merchants will be losing money because they are unable to fill orders. Some manufacturers are quoting value lots to stimulate business. They have been successful because retailers are sufficiently optimistic to count on colder weather. November 15, however, is about as late as retailers are willing to wait, without some efforts, besides opening showings and style announcements.

This condition is to be avoided in the interests of good business.

However, the season has reached the time when sales are likely to be augmented for numerous reasons. If seasons are shorter, furriers are called upon to prolong the season and take their share of publicity with this in view. Success in this respect is evident in sales and prices secured later in the season. Merchants should hesitate, therefore, in breaking prices in anxiety to promote early sales. Greater competition increases sales. A duty is performed in maintaining prices, which enlists co-operation by the opposition.

Ask the average merchant his idea of the best time to dispose of furs and he will answer, "right now." But his idea of the best time to clean up stock is not guided by self protection or the interests of departments as much as by habit or precedent of other years. Mistakes in schemes and advertising of former years have educated people to expect discount sales; which in reality do not convince or enthuse prospective purchasers of the genuineness of so-called discounts. People have learned to wait until the clearance season, but merchants are not taking advantage of a condition depending solely on a short season. Confidence in later trade is not strong enough. By their methods, merchants sacrifice profits because of their anxiety to ensure a turnover without taking any chances of carrying over stocks. Seasons have changed and late customers are overlooked in the advertising policy of carrying few departments as a whole.

THE USUAL PROCEDURE.

To many furriers, advertising consists of a series of ads., dilating on great assortments, largest showings and invitations to call and inspect stocks. Later in the season clearance sales are the rule. Already,

REDMOND

A FEW SMART MODELS THAT HAVE PROVED TO BE QUICK SELLERS



2077

Quilted Lined Coat, Australian Rat Collar, $13.25.



1022—Persian Lamb Ada
$47.50, $52.00, $58.00

635—Persian Lamb Langton
$21.75, $24.75, $27.00, $30.00

Chic, serviceable coats that look well and wear well.



2079

Quilted Lined Coat. American Sable Collar, $16.00.

We can give you immediate delivery in these garments in all stock sizes.

Montreal **The REDMOND COMPANY, Ltd.** Winnipeg

FURS

CHAMOIS-LINED AND RAT-LINED CLOTH COATS STILL HOLD THEIR VOGUE.



2152

Blended Rat Lined 30 in. Mink Collar
$65.00, $70.50, $77.50, $84.50



1056—Mink Arma
$48.00, $57.50, $67.50, $75.00
430—Mink Canopic
$61.00, $74.00, $86.50, $96.50



2087

Broadcloth, Chamois Lined, American Sable Collar $21.50

We buy and import only the finest broadcloths for these coats and they are put together by high-class tailors.

Write or wire for samples and have our "Service-to-Customers" Department take care of your interests.

Montreal **The REDMOND COMPANY, Ltd.** Winnipeg

Northland Furs



SEAL EFFECTS

ARE IN BIG DEMAND

We have a big stock ready in

NEAR SEAL JACKETS
HUDSON SEAL JACKETS
ELECTRIC SEAL JACKETS

PLAIN OR TRIMMED

ALSO LADIES' FUR SETS IN ALL FASHIONABLE LINES

THE WALDRON-DROUIN CO., LIMITED
Wholesale Manufacturers **MONTREAL**

this year, firms have announced their list of former and special prices. The merchandising power of honest advertising is not applied in many instances as forcibly as it should be. It is argued that, if properly advertised, fur stocks would not be so large at a definite clearance time. Continued reductions and advertising them, gives furriers a cheap idea of their own stocks so that they cannot enthuse in getting reduced prices, no matter what the value. Many furriers cannot carry their fur department merchandising beyond the first of the year. Some grades or styles are reduced below any chance for profits, in view of stocktaking and the desire for a small inventory.

The prolonging of the seasons in dependence on better prices depends on the man in charge of the advertising and is not always regulated by the weather probabilities. Merchants could afford to wait for late buyers and make them pay a fair profit.

Lots of special sale schemes are not suitable for furs if prolongation of the season is desired. Discounts of 10, 15 or 25 per cent., 1-3 off or 1-4 off sales do not sufficiently attract customers; for the reason that they doubt such reductions to be bona fide. This is one of the main reasons why merchants are forced to early clearance. Some advertisers are successful in cleaning stocks by honest discounts but they are not deriving full advantage in the turnover and they take longer to effect it.

LEADERS MUST BE SELECTED.

Fur stocks do not suggest special sales unless quantities are sufficient and prices are unusual in comparison. Special day or hour sales do not create sufficient interest, when furs are quoted unless the prices are cut below profitable figures. Leaders for these events have usually to be chosen from some department, where values are more apparent and are recognised as attractive drawing cards. Manufacturers' displays and exhibits do not suggest lessened prices although they draw customers who inspect and possibly make selections. Whether these showings belittle the merchant's assortment is a matter of controversy.

METHODS OF PROLONGATION.

Pounding on values, instead of giving the opposition, a list of stock and prices, is one of the first ways to prolong the fur season. Specializing on individual furs and prolonging the advertising campaign by handling each class of fur in order of its value sequence or amount of stock showing, is another. Itemized price lists and descriptive advertising are not as effective as copy with one price and a description of one garment or matched set or class of furs assorted at one price.

Customers depend on the confidence and enthusiasm that merchants show in their advertising. Guarantees and impossible reductions in the same adver-

(Continued on page 47)



MILLINERY

STRONG FUR VOGUE

Everything points to a vogue of fur trimmed hats. There is also a marked tendency toward unique color effects.

Flowers have come back in favor very strongly and will be used extensively for trimming for the Spring styles.

Rare Color Combinations Are the Vogue

New hats are seldom seen in one color Effects — Tam crowns are much worn — Fur is being used for trimming and some command an exceptionally high price—Pronounced Revival of flowers—Some trimmed wide at back

New York, November 18.

UP to the time of writing the retail business in and around New York has been very backward, a state of affairs always the same election year. As warm weather has prevailed to date, the retailers have not given up hope of catching up, for the beautiful Autumn days keep those who can afford it out of town, a fact which seriously affects trade.

The present millinery craze is for the Tam crown. Brimless Tams are not worn to any extent but Tam crowns mounted on narrow brims, which turn up at the side, are very much in evidence, trimmed scantily usually at the right side with a small fancy of hackle or an elongated tail of some sort. This type of hat, still seen in the shops along the Avenue, are also found at the department store sales and have really been taken up by the masses. They take the place of turbans and hooded effects and are practical knockabout hats. They are being shown edged around their brim and trimmed with fur, and are made usually of plush or velvet.

PLUSH IS ACCEPTED MATERIAL.

Plush is the accepted millinery material and is very smart in white at present as well as in black and colors. The long pile plush is favorite but hatters' plush is considered very smart and is now used in white a great deal.

WHITE HATS ARE FAVORITES.

It seems most likely that white hats will be very strong this Winter for many are being shown with dark facing and otherwise white or in combinations in which white predominates.

Plush in white, nigger head brown, taupe and mole is very strong and furs carrying out that color scheme are also in demand.

MOLE SKIN MUCH USED.

The demand for mole skin has brought the price of those tiny pelts up to ridiculous figures. Coats, fur sets, dress trimmings, to say nothing of hats, are made entirely of mole skin or lavishly trimmed with it. Skunk is another fashionable fur, used principally for bandings and very popular in millinery. Hats, scarfs and fancy muffs, trimmed with bands of skunk, are finding many admirers. Civet cat, racoon and fox of all kinds are also very fashionable. Fur tails are used for "stick-ups," and instead of feathers very often, and really are very decorative and becoming. White on black is the most popular. Civet cat and red velvet or any of the brilliant rose and magenta shades is a popular combination. Mole combines with soft blues, with dull pinks, with wistaria and purples and the brighter shades of carrot (one of the newest shades) and tawny yellows.

VELVET HOLDS ITS OWN.

Velvet holds its own, despite the demand for plush, and is used for the dress hat. As previously stated, many two-tone hats are worn, the hat probably being faced and trimmed with one color and the top of the hat being black or in an entirely different shade. Purple velvet with grey feathers. Taupe and black and all such curious colorings are noted. One

sees comparatively few all black hats or indeed hats in any one color, for feathers are dyed in the most wonderful combinations of colors. The straight ostrich tip, almost flat and very severe, is dyed for instance in a light brown at the base and shades into yellow, white and grey, in the most beautifully graduating tones. Another may be grey, blue grey and pink and so on in regular rainbow hues.

Ostrich is twisted and curved into the most wonderful complex shapes and some really smart milliners are using willows again. Everything in ostrich is extraordinary—the color and shape of the feathers and the manner in which they are mounted. A few hats, with a feather around and partially over the crown, have been seen, but these have always silk or velvet flowers or fancy knots of these materials placed at intervals on the feather—a method of trimming which calls for much taste in coloring. Ostrich fancies trim hats that really are in the tailored category.

Neumadi is in such demand that it is difficult to keep the necessary supply on hand. Vulture and blondine is also used and now we have coque with its curl all taken away and all manner of nameless straight fancies to fill in the deficiencies. Hackle, particularly in white, is good, and soft white breasts to say nothing of pheasant breasts in their wonderful colorings are finding a ready sale. The Lady Amherst pheasant is still being worn, but these have suffered from over popularity to a great extent.

PARADISE SELLING HIGH.

Paradise is worth its weight in gold and is selling even at absurdly high prices. White paradise is the rarest and therefore the most in favor for the best trade but black is really in the lead.

Some very good aigrette imitations are on the market and are finding favor.

It is rumored that rhinestone ornaments are coming in strong. The writer has seen some beautiful novelties in rhinestone and gunmetal, steel and gold, but to date they are not seen to any extent on hats. The ornaments that are used are the severely plain shoe buckle variety.

REVIVAL OF FLOWERS.

It is curious that flowers should have suddenly had so strong a revival at this season. Large velvet poppies and roses are used on the very smartest chapeaux and are selling very strong for corsage effects. The craze for wearing artificial flowers is being encouraged of course and smart shops are showing not only such staples as violets, gardenias and orchids but novelties in pansies, large velvet and silk roses of all colors and sweet peas, perfumed and natural enough in appearance to deceive one even at close range. Particularly natural looking are those made of fibre. These are very fashionable at present. Black velvet roses are used on light evening gowns and for street wear and are very handsome. It is correct to wear just one flower—if they are large, and if they are small, just a light boutonnière.

HAT LINES ARE LOW.

Hats for the most part are low in their lines and the tendency to under brim decoration has not been done away with. Some ultra models have plumes extending to the shoulder, but these are seen in windows rather than on the heads of the women. Even the soft crowned hats are decidedly low and the scantiness of trimming required is still being deplored by many. A single "stick up," a lightly rolled feather fancy or some projecting ornament that is stiff and all but ludicrous has a way of sprouting out from these soft crowns at any angle, or projecting out from the brim. Such effects, of course, give height but, were it not for these eccentric effects, the majority of hats could rightly be described as low.

Naturally the popularity of the Tam has been excellent for the hand made hat manufacturer and for the milliner, but the smartly blocked shape has not suffered greatly for the invasion. No matter whether a hat is blocked or hand made, to be smart it has the new oval or elongated line and many more hats turn up at the left side and are trimmed at the right than any other way. A few hats are trimmed directly in the front with a very high straight fancy, and some are trimmed rather wide at the back and not at all in front—a decidedly new note which it is predicted will be favored for early Spring.

—⚙—

Fur Is Very Prominent

Mid-winter millinery, skunk and ermine are fashionable — Mole, civet cat, and raccoon are worn—Paradise novelties in the form of fancies made from a few flues.

The mid-winter season is growing in importance and the millinery stores that do a high class trade and the department stores are making the most of the lengthening out of the selling season.

Furs have the centre of the stage at the present moment and the draped fur chapeaux is the latest and most luxurious of the mid-winter millinery fashions. Ermine and skunk are the leading furs for the purpose.

White paradise is a new and an expensive whim that fashion has taken up and white paradise combined with ermine is so exquisite that one almost forgets the almost prohibitive price that has to be paid for a hat of these costly materials. Paradise is so much liked and has grown so costly that a way out has been devised. This is the forming of Mephisto like feather effects of a few strands of paradise. Some

(Continued on page 47)

Fine Quality Smart Styles



Millinery Commissioners
Limited

Do you believe that the millinery trade to-day thrives more on good styles than on any other consideration? If you do, your ideas and our ideas are identical.

You naturally expect more from an interested than disinterested salesman; more from an interested than disinterested buyer, because back of your business and our business, back of every healthy enterprise, it is the interested individuals who are responsible for success. "Interested" is a state of mind which pays us to example and purchase, because nothing short of it brings success.

Our chief business interest is "Fine qualities and smart styles," and you have a right to expect more of millinery from us than you should expect from the average millinery house.

These are plain statements of facts. It will pay you to look at our range when one of our representatives calls.

Millinery Commissioners
Limited
7 Front St. E., Toronto

Store of Member of British Aristocracy

Latest Addition to list of Toronto Millinery establishments is the enterprise of Lady Evelyn Ward—A description of her premises on Bloor Street.

ONE more proof that Toronto is becoming a big and a wealthy city is found in the increasing number of exclusive stores selling expensive and high-class ready to-wear garments, millinery and dress accessories of a class that can be bought only by the woman that can spend freely. A new enterprise along these lines that must be taken as a further development in this direction is the selling of Parisian Millinery in a semi-private manner—that is, the business is carried on in what is to all intents and purposes a private dwelling house, the only evidence to the contrary, as far as the outside goes, being the name of the proprietor placed conspicuously across the front of the house. But there is another feature that makes this Toronto business unique, at least on this continent, for instances of this kind are so numerous that they are ceasing to create remark in the old land and that is, it is a member of the aristocracy that is making the most of her knowledge and business gifts. Lady Evelyn Ward is the daughter of one earl and the sister-in-law of another.

Perhaps it is a misnomer to class this business as a store, for in no way does it resemble one save in the fact that goods are for sale. And I am loth to say "parlors" for the word does not fit in with the simple dainty rooms, with their beautiful old-world furniture.

Doing no advertising and showing no goods, and depending solely for growth upon the recommendation and goodwill of patrons, the location of the venture, and what may be termed the stage setting, is of vital importance. Lady Evelyn has either good business acumen, or has been well guided in her choice of location, for Bloor Street, East of Avenue Road is full of dignified, old-time houses that are just beginning to feel the encroachment of the business spirit, that is so surely creeping up town. Yet another point in making this location desirable is the fact that the best residential districts of the city are to the north and that Bloor Street is on the way when coming down town. That the choosing of this position was not accidental was made evident by Lady Evelyn's remark "that when the new C.P.R. station was built even more business might be expected."

The house stands well back from Bloor Street, with a green lawn in front of it hedged in from the street by a low iron fence, and the only sign that any business is done there is the name "Evelyn" in big gold letters across the front, and the framed glass sign on the gate.

Obeying the neatly lettered invitation on the vestibule door to walk in, the tinkle of a bell brings a smart assistant down the hall, and you step into the double drawing-room that is universal in Toronto houses built 25 or 30 years back.

OLD WORLD FURNISHINGS.

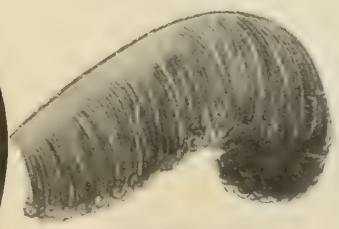
To one accustomed to the carved Circassian walnut, and grey, gold and rose, gorgeousness, of the typical exclusive 5th Avenue store, these rooms seem at the first glance, simple and unpretending, for the walls are hung with a plain white satin-striped paper, with an equally unpretentious border, and the carpet of quiet green harmonizes so well that no note is taken of the kind or pattern. A second glance dispels this effect for then one takes note of the lovely old world furniture that gives an implied promise that the merchandise sold will be as genuine, and as essentially right, and will display the same exquisite taste and charm.

Lady Evelyn Ward is carrying genuine Parisian models from the leading modistes, and is also making models in her own work-room. But she is not relying on millinery alone, for she is showing such accessories as exquisitely made French flowers for corsage bouquets, and evening gown garnitures. Also she has exclusive goods in hair ornaments of a nature not purchasable outside of Paris. Real Irish laces and peasant embroideries on linens are another important line. These linens and and laces are direct importations from the Countess of Erne's schools in the north of England.

CANADIAN WOMEN ARE "CANNY."

There was one little touch during The Reviews's visit that seemed to bring Lady Evelyn's business into line with the general run of Canadian trade, and that was the little plaint that Toronto women complained of the high price of Paris millinery—complained while they admired and exhibited an inclination to be separated from as few "baw-bees" as pos-

(Continued on page 47)



MANU-
FACTURERS
OF

OSTRICH
PARADISE
OSPREYS
MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents: S. E. PORTER & CO., Birk's Building

DRESS ACCESSORIES

THE BUYER'S VIEWPOINT

This department will be of great importance from this time on, in view of the big Christmas demand for everything pertaining to dress accessories. Lines should be featured strongly. Neckwear, gloves, ribbons, belts, are all articles which will be in demand.

Robespierres lead in present business—Medici collars are also strongly in vogue—Enormous jabots are becoming a feature of the market—Spring outlook for ladies neckwear extremely promising.

WITH the holiday selling of the best season in years in ladies' neckwear in progress, manufacturers are still mindful of the future and representatives of the different firms and designers are either on the way or are contemplating trips abroad or to New York in search of new ideas both for present use and for incorporation in the Spring line. There is no question as to the present leadership of Robespierre and Directoire effects and most authorities predict that these styles will sell the winter through, but it looks as though the flat collars would again be most prominent when Spring really arrives. Meanwhile, in better goods, Medici collars are rivaling Robespierres. The Review is illustrating a smart Medici ruff of pleated tulle in two colors. This ruff is intended for wear with a fur neckpiece and is so practical and becoming that it should score quite a success. The one illustrated is in black and cerise, but black and purple and, of course, black and white are also selling combinations.

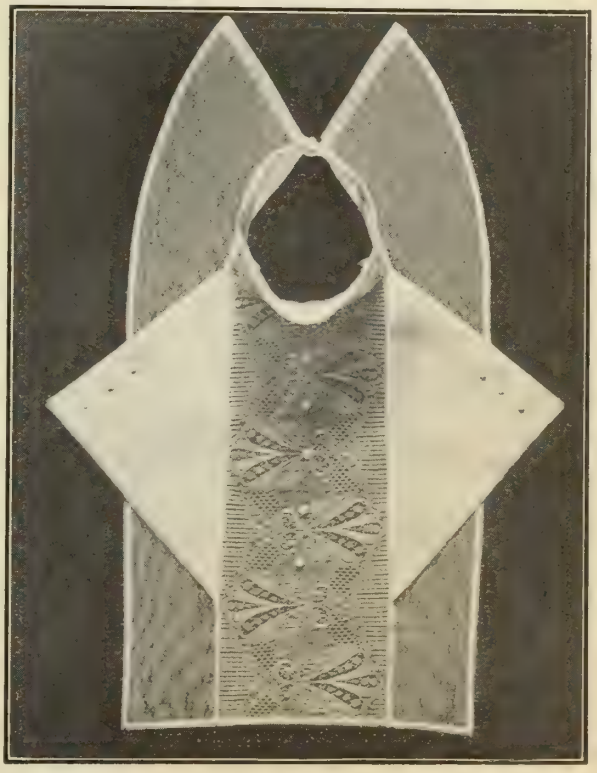
ENORMOUS JABOTS A FEATURE.

Enormous jabots either attached to stocks and Robespierres, or separate, are a neckwear feature that is growing more pronounced. Many of them extend over the front of the waist and right onto the shoulders in open fan fashion, while others spread out in revers fashion at the sides and come to a deep point in the centre of the front. But, whatever is the style adopted, the new jabots cover up the larger portion of the front of the waist. There are many neat tailored jabots trimmed with crochet and other heavy laces selling. Bows and buckles form a finish at the neck; and covered and fancy buttons are a popular added decoration. Very sheer net and the finest of shadows are almost exclusively used. A new idea is the scalloping of the edges of the net in black or color.

Sleeveless guimpes and chemisettes are being taken in quantity and the best sellers all have the high stock attached. A new idea is the addition of satin revers outside of either the dress or coat.

DECIDED FEELING FOR COLOR.

Though white and ecru, combined with black are so strong, there is a decided feeling for more color. White satin collars touched up with amber, and natural blue, purple, cerise, cherry and a new green



Chemisette of shadow lace with white revers of white satin to come outside of the dress or coat. The ball buttons are of pearl and give a vest effect.—Shown by R. D. Fairbairn & Co.

are all combined with black. Vivid shades of blue are also used for round flat collars with jabots of ecru net or lace.

An excellent business has been done in Malines and chiffon and satin ruffs. The best liked are in black combined with color, but two-color chiffons and pasted shades in Malines are free sellers. The simple Pierrot ruff is the one asked for at present, but with the turn of the year, novelties will be placed on the market and there is a good outlook for a big season. New ideas come in Robespierre effects with pointed revers and high collars. Some have a ruche at the back and are finished with folds of tulle in front.

Meanwhile, pleated frillings continue one of the best items on the market and there is no shadow of a doubt as to their position next Spring.

Outlook Bright for Veilings

Situation promising for spring business— Neat and dainty patterns in plain mesh veiling are brisk sellers.

The weather favors the veiling business and the renewal of interest is shown by the increasing number of women who are now wearing veils. It is too late on in the season now for any record activity, but



Medici collar of pleated tulle in black and cerise. This collar is intended to wear with a muff or collar. — Shown by R. D. Fairbairn & Co.

it is giving the trade renewed confidence in the outcome of Spring business.

Neat and dainty patterns in plain mesh veilings, chiefly in black, are the best sellers, though the city trade is having some call for purple, brown and taupe. Shadow Shetlands continue in spite of their long run, the leaders in veilings and the novelties are of sheer gauge-like texture and are simple in pattern. With the turn of the year, white Shetlands will again interest, and magpies are also good. Blacks are also commanding special attention and a high novelty in Shetlands is black on flesh.

Another novelty is the so-called "beauty spot" veiling. This is a vanity effect with a spot simulating the patch of the eighteenth century. The spot can be placed where it is most becoming, either on the chin, or cheek, or just under the eye.

Chenille dotted veilings are good, but are not displacing Shetlands.

Dress Trimmings Active

Rhinestones the novelty in trimming lines— Jeweled buttons the new feature — Ball novelties for spring in galalith and pyroxylin

One of the lines that is doing an unexpectedly big business this Fall is dress trimmings, for, while there was a good outlook when the season opened, few buyers were prepared for the large proportions business has now assumed; and in some lines the supply is short.

The present vogue is strongly for rhinestones and the demand is so heavy that the trimming houses are finding it difficult to keep up the stock. Simple outlining in rhinestones is having an immense vogue and it is here that the trade is so short. Medallion and cluster effects both in rhinestones alone and in rhinestones combined with mock jewels are extra good. Beaded bands in pearl, crystal and jet are also good and crystal and jeweled drops and fringes are also in demand.

Narrow floral garnitures in chiffon and silk are used on the majority of evening costumes.

FANCY CRYSTAL COMBINATIONS.

There is no change in the button vogue and fancy crystal combinations are undoubtedly the leaders. For the coming Spring the waist and dress houses are buying jeweled buttons or studs of rhinestones and colored crystal. The rhinestone forms the centre with a rim of color. Jet buttons in the form of small balls often faceted are also good.

Ball galaliths are strong and run from those the size of a cent, down to tiny buttons about that of a pea. The large balls are striped and shaded but the small ones are in solid color. Fancy buttons in pyroxylin and galalith are strong in the new lines now being sampled by the cloak houses for Spring.

Empire Cotton Mills, Limited, Welland, Ont., have been incorporated to carry on business as cotton and jute spinners, linen manufacturers, etc., with a capital of three millions.



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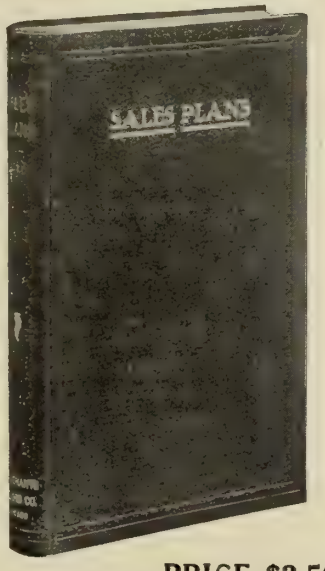
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There are corsets that are correct in style, yet do not impart that natural freedom and graceful contour that women desire.

P. C. Corsets not only satisfy the wearer by giving perfect comfort and wear, but they are in themselves a form of compliment to the figure, that carries weight with well dressed women when making their future selections.

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Simple Styles of Hair Dressing Prevail

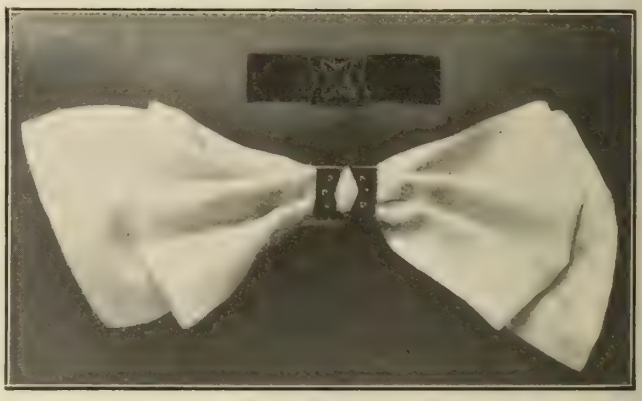
New coiffures show hair drawn in broad undulating waves close to head — Combs, pins and hair wavers brought into prominence

SIMPLE styles of hair dressing are again the vogue, and women are beginning to take an interest in hair waves, and combs and pins. The new coiffures show the hair drawn in broad undulating waves close to the head often without any knot and held in place by means of shell combs and pins. There seems to be no place for the plain comb. but all are studded with rhinestones and mock jewels. The patterns used are quite elaborate and often silver or platinum imitation wire and the glittering stones are worked into patterns above the head of the comb. A very handsome comb of this kind had balls of rhinestones connected by a festoon pattern that joined the balls to the comb. These glittering combs and pins are very becoming and bring the simple coiffure into harmony with the very elaborate gowning that is now fashionable.

For evening wear the hair ornaments this season are more than usually elaborate and run all the way from jewelled bands and aigrettes to fancy turbans. Tulle is to be used extensively and a new turban is made of fulled pink and black tulle around which runs a double pleating of the same. This pleating is caught by a dull gold passementerie which allows the pleats to escape in rippling folds Just at the side of the back is an aigrette effect in the pleated tulle. Juliet caps of gold lace and net are lined with pale tinted tulle and wreathed with trails of hand-made chiffon and silken flowers. Quite new was an evening cap of white chiffon and pearl trimming having a Mephisto like aigrette of two paradise feathers. Shaped bands of velvet are decorated with lines of pearls or rhinestones, and rhinestone bands end under ornaments of tulle outlined with rhinestones and as a rule a spun glass, a marabout, or the more expensive osprey or paradise feathers either stand up or shoot off at some attractive angle to complete.

Though pads are no longer worn, more false hair than ever is being sold. For though it is the fashion to conceal the wearing of this aid to nature at present, few women have enough hair to arrange a coiffure that has the requisite appearance of abundance.

Either the hair is drawn around the head in waving masses, or it is pleated either at the side or centre and drawn over the ears in waving masses. Soft knots and twists are pinned on behind and low pompadours and bangs form part of the very latest head-dressings. Transformations that cover the entire crown of the head are used and form a firm foundation to which the loose knots of the back hair are caught: and then a loose French twist may be pinned on behind.



Juvenile hair bow fastener — A simple convenience for retaining a ribbon bow and to avoid unnecessary tying —Courtesy Smith D'Entremont Co., Ltd., Toronto.

In arranging the new coiffure the hair is first parted from the forehead to the nape of the neck, then waved. A transformation to cover the crown of the head is then pinned on and over this is drawn first the hair from the left side and fastened over to the right. The hair from the right is now smoothly drawn over to the left and the hair tucked in and the whole is held in place with jeweled pins. A soft pompadour or a curly bang is used to soften the line of hair across the forehead. Should a more elaborate coiffure be chosen a soft knot and a few

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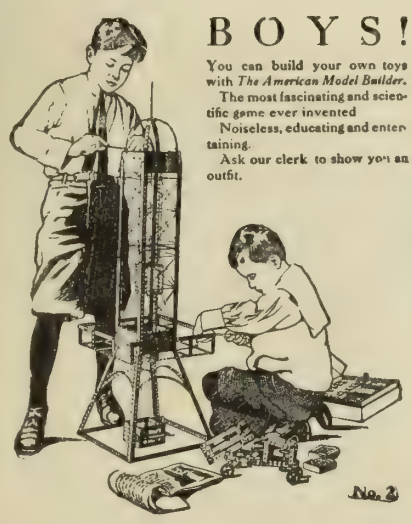
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You can build your own toys with *The American Model Builder.*

The most fascinating and scientific game ever invented

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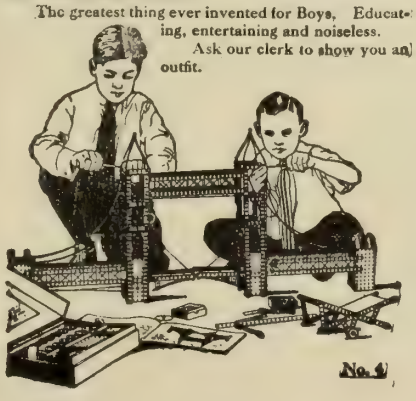
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The greatest thing ever invented for Boys. Educating, entertaining and noiseless.

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It teaches him to study out mechanical construction, developing the brain and at the same time supplying a great deal of amusement.

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Every outfit consists of a great number of parts, made of fine steel and brass and gauged perfectly true. The outfits come in different sizes, ranging from 41 parts to 607 and will build from 16 to 58 models of different mechanical devices and world-wide wonders. A manual of instruction illustrating and describing 58 different models accompanies each outfit. They come nicely boxed and prices are right considering that they are absolutely indestructible.

In the face of the consumer advertising of the American Model Builder that is being done throughout the country no merchant who is alive to his own interests can afford to overlook this line for Christmas selling.

A great line for your toy department. Write to-day for our catalogue, prices, etc.

SOLE WHOLESALE AGENTS FOR CANADA

NERLICH & CO.

146 FRONT STREET WEST TORONTO

large curls can be pinned on at the back. When this is done the addition is held by a single large comb.

Good Taste in Jewelry

Artistic excellence in samples shown of moderate priced jewelry — A splendid opportunity for the dry goods merchant.

On looking over the lines of Christmas novelties one cannot help being struck with the artistic excellence and the good taste and beauty of much of the moderate priced jewelry that is offered for sale. And that the public is responsive is made evident by the crowds of buyers around the counters where it is offered for sale. To the merchant who is wishing to either put in a new line or to extend his fancy goods business the hint is offered that this would be a good item to look up. Of course just before Christmas is the best time of the year for selling fancy jewelry, but with so much that is attractive, and so much that is almost a necessity carried in the line a good all the year round business should be easy to build up.

The tendency in jewelry at present is in favor of color harmonies arrived at more by the use of colored stones than by the employment of enamels. In cheap jewelry mock stones are substituted for the real gems and silver and metal alloys for platinum and gold. Another feature is the use of colored stones to give vivid touches of color, in combination with rhinestones and pearls.

Pendants hold first place in neck jewelry, and are all on slender graceful lines with drops and tassels well in evidence. The simpler forms of pendants are characterized by depending drops consisting of a single stone with rhinestones and pearls enriching the main portion of the pendant.

Of the pretty brooches there is no end. Bar pins are big sellers and follow the rule for other articles being chiefly set with colored stones combined with rhinestones and pearls. A novelty in brooches shows a rayed background of tinted crystals upon which is encrusted with silver wire mock jewels and pearls.

* * *

Spring Belt Styles

Though there is really little doing in belts at the present time the trade is rather in a state of anticipation over the outlook for Spring business. Summer business last season was large on patent leather belts, and as the coat dress promises to sell extensively next Spring there certainly should be more business done along these lines. Spring models seen so far often have narrow patent leather belts about 1 in. to 1½ in. wide, and piped with plain color or even stripe. Now that the waist line has come down a girdle or sash finish is used on nearly every dress and this opens up the possibility of the wearing of a folded belt or sash to complete the separate skirt and blouse. Should this materialize better business is promised for the belt department.



Pleated belt of black messaline with short sash ends drawn through a cord ring. Shown by R. D. Fairbairn & Co.

We Help You Sell
Hair Goods

LOOK FOR THIS LABEL IN BLUE

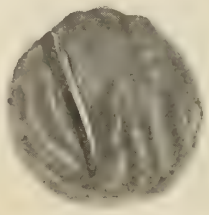
WHEN you order from your wholesaler ask for Hair Goods made by the Standard Hair Co.—see that our label, in blue, is on the boxes.

It is a guarantee that the goods are manufactured under clean and sanitary conditions — that shades are natural and Styles Right.

A number of new styles now ready. Ask your wholesaler.

Be first to introduce in your locality our latest style.

"THE CASK"



Nicely Marcel-waved with attractive comb.

All the rage in New York, London and Paris.

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111 WINDSOR STREET, - - MONTREAL

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For Christmas Sorting



Wonderful Values in Unbreakable German Silver Mesh Bags

4-5-6-7 and 8 inch sizes, in latest pattern frames.

Note These Prices:

4 in., $18.00 per doz. 7 in., $36.00 per doz.
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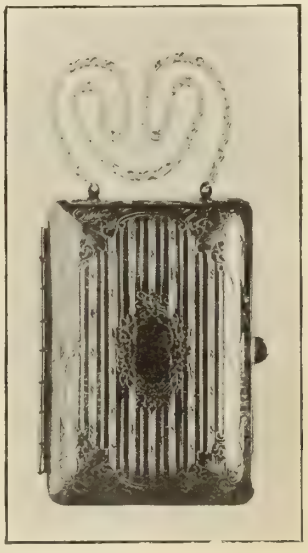
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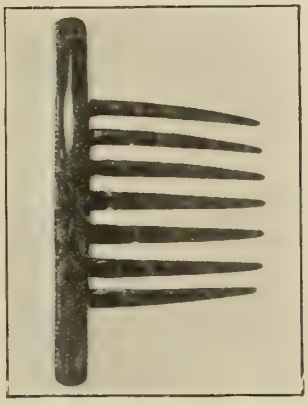
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Also larger size Vanity Cases, three coin holders, card case, powder puff, pencil and mirror, plain case, $36,00; engraved one side, $48.00; engraved both sides, $60.00 per dozen.



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DRESS GOODS and FABRICS

New York Fabric Market

Brocades, crepes and soft satins are the leading Spring silks, brocades being the new style feature. The trade is chiefly interested in high priced novelties for the Spring trade. Cotton fabrics will be used for evening wear.

The trade is chiefly interested in high priced novelties for Spring — Cotton fabrics for evening wear — Some of the novelties which are being shown with greatest success — Brocades are favored

New York, November 15.

THE increasing interest in cotton fabrics, much of which is due to the fact that manufacturers are producing dainty and expensive fabrics as well as those designed solely for evening wear, is responsible for the showing of cotton fabrics at this season of the year.

Evening Dress Cottons from Paris: that is how one of Wanamakers' recent advertisements puts the new cottons before the buying public, and judging from the new importations for Spring 1913, there is a very material increase in the tendency to buy high priced fabrics, as many lines are quoted at $1.25 and $1.50 per yard 32 inches wide.

Owing to the fact that softness and sheerness is wanted in light weight fabrics, cotton voiles and marquesettes are displacing those of wool and when materials of this class are shown combined with silk in the form of warp stripes in chine or brocaded effects, materials are produced handsome enough for any purpose. Among the latest novelties shown are voiles with velvet, chenille or ratine stripes, and there are voiles with ribbed line checks and stripes in the softest and most delicate of pastel shades. Brocaded effects have also extended to voiles.

Voile crepes, and voile crepon, is showing both in cotton and wool fabrics. Cotton crepes are to be very important, particularly for blouses and simple dresses. They come in white and in fancy colors in plain cloths and are also decorated with line checks and stripes.

Borders continue to be favored and are developed in ratine, jacquards and in open work designs.

In heavier cottons rough weaves and sponges or ratines dyed in the various Spring colors will have a high place. Manufacturers are using these cloths extensively in the production of simple dresses for Spring wear and this fabric is sure to be in demand for the counter trade.

Ribbed weaves are extensively sampled in the form of piques, welts, Bedfords, poplins, etc. These come in plain cloths or are ornamented with silk stripes or jacquard patterns.

The Leading Spring Silks

Brocades, crepes and soft satins will be the leaders — Imported silks are largely on the rib order — Matelasse the novelty fabric.

New York, November 15.

Increased prices are being asked for all the silk fabrics put out for Spring, but buyers are loth to pay the advances save in the case of brocades and crepe weaves. Though the big buyers who are extensive

importers of exclusive novelties are preferring to wait until their return from Europe before placing large orders with the domestic manufacturers, a very big business covering brocades and crepes chiefly is already booked.

Brocades, it is expected, will achieve another season of popularity next Spring as they are doing at the present time. Moreover, a fabric that is finishing up a season in such a strong selling position is always good for another season. And there is so much scope for the introduction of novelty in brocaded fabrics. And if further evidence were needed that brocades will lead for another season the fact that foreign manufacturers are showing brocaded materials in extensive range and in a variety of patterns is all sufficient. Brocade patterns are applied to a number of fabrics of which brocaded crepe faille is the newest.



Brocaded Charmeuse in two colors — Shown by Ontario Cloak Co.

Foreign manufacturers are showing both cord and crepe weaves in profusion both in plain brocaded, and in moire effects. Bengalines are good and cotele silks for tailored dresses and dressy suits are among the latest creations.

As an indication of the novelty trend the fact that matelasses are showing may be cited. Crepes in big variety with crepe de chine at the head will have a very big outlet. Rather heavy crepes approaching sponge cloth will be a high novelty, and these crepes are showing with jacquard patterns and woven and printed stripes. Importers are also preparing to feature the real canton crepes.

From all that has been said it may be decided that soft pliable fabrics in crepe weaves with a satin finish will be in the lead next Spring. This brings crepe charmeuse, crepe meteor and soft satins in twill and crepe weaves into a leading position.

Another class of silks that promise to be prominent are the soap-sud or wash weaves. Silks of this class are being taken extensively by the waist and dress manufacturers and also for the counter trade.

Advance Fabric Indications

Brocades and nubs will be the new style feature for Fall and Winter 1913-14 may be development along line of popular prices.

New York, November 15.

The development in dress fabrics for the Fall and Winter of 1913-14 has made enough progress for some idea of the general trend to be outlined, though of course modifications and changes may come as the placing season progresses. There is every reason to suppose that pile fabrics—velvets, velveteens, cords and plushes, will be as good again another season as these materials are so prominent now from a fashion stand-point. Plush has attained a position as a millinery fabric that it will not relinquish in one season. Plush also is being used for the draped mantles that are coming into vogue, and therefore plushes are again slated for another good season. Velvet brocades are high style and very expensive this winter. Another winter should see their production on various grounds and a big development more along popular lines.

VELVET USED EXTENSIVELY.

Practically all the Paris model houses are using velvet extensively either for the whole costume, or for the new Russian blouse suits. Compose effects where the coat is of velvet and the skirt of brocade or velour de laine are also the rule.

Velour de laine, which is a kind of unfinished broadcloth, is strong in all lines. Other fabrics shown point to yet another season for rough fabrics as ratines and boucles are very prominent. Zibelines combined with rub yarns are among the novelties and the English mills are showing zibelines decorated with white nubs.

McLellan & English, the "Cash Store," Virden, Man., have been holding a two weeks' clearance sale and published a full page list of reduced items.

James King Whyte, a financial partner in the wholesale dry goods firm of McIntyre, Son & Co., Montreal, died October 11 at his home in Westmount, Que. He was sixty years of age and in his earlier days was active in athletic circles in Montreal. He was also a prominent member of the Masonic order.

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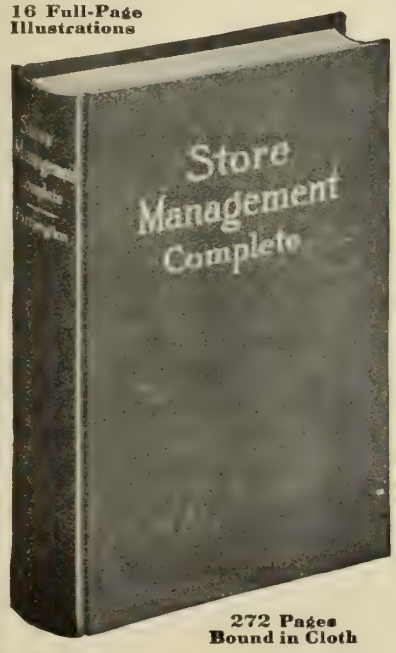
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Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

THERE ARE TWO FINISHES WITH THIS NAME AS A GUARANTEE OF EXCELLENCE IN BRILLIANCY, PERMANENCY & STRENGTH

(1) The Original "Permanent" Finish

(2) "Velper," *(Regd.)*

The Velvety Permanent Finish for those who prefer a soft handle.

BDA
(Copyright)

Patterns showing either finish can be had on application to

The Bradford Dyers' Association, Ltd.
39 Well St., Bradford, England

London Offices: 128-129 Cheapside

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses



Brisk Buying is Noted

The situation with reference to housefurnishings is reported to be very satisfactory. Spring business is being placed briskly.

Spring trade is proceeding briskly — Smaller patterns prevail and the Oriental influence is keenly felt — Prices are firm in all lines — The predominating shades

ALL reports with reference to the trade being done in carpets are satisfactory. There seems to be a tendency in the trade to anticipate heavy Spring requirements and good sized orders are being placed.

The trend in prices is toward increased firmness. In fact, rumors of advances have been heard while increased quotations have been put into effect on some lines. The reason for this tendency is not hard to find. Jute is dear and wool is selling at a high figure. Cotton is hard to secure and the mills are rushed with orders. With the raw material scarce and high in price, the tendency toward increased firmness in carpet prices is not at all surprising.

SMALLER DESIGNS PREDOMINATE.

There have been no radical departures in the matter of design but the tendency is all toward closer designs. The Oriental influence is strongly felt. Flowered patterns are not as much seen, neat block designs and conventional patterns having taken their place. It is stated by some that oriental influence will be carried even further and that a "Chinese" vogue may manifest itself.

THE PREDOMINATING SHADES.

In the matter of color, there has been no radical change. Green is, of course, a staple and it will be a favorite for the Spring trade. It seems, however, that green will not be quite as strong as in past seasons, due to the increasing popularity of other shades. Greys will be in favor and there will also be a distinct run on buffs.

In some quarters it is predicted that blues will be big sellers. There has been a marked tendency to use brown and buff for wall coverings and this has done much to popularize blue for rugs and carpets. Blues will sell largely in good quality lines.

QUIET SHADES ARE POPULAR.

A feature of the Spring offerings will be the popularity of quiet shades, such as rose and buff.

Some firms are pushing turkey reds and predict that there will be a big demand. In the better grades of rugs and carpets, turkey red will be a good seller, owing to the predominant oriental influence.

* * *

Oilcloths Will Remain Steady

It has been expected, and quite freely predicted, that there would be advances in the price of oilcloths and linoleums. Advices earlier in the season were to this effect. It can be taken for granted now, however, that present quotations will remain constant.

The reason for this is found in the low price of linseed oil. The flax crop has been heavy this year in Canada and the United States and reports from India and the Plata have been sufficiently favorable to justify the crushers in expecting a good supply. The natural result is seen in the gradual shrinkage of quotations on linseed oil. At present writing, the price has shrunk to a figure much lower than at any time in recent years.

The low quotations on linseed oil have affected the manufacture of oilcloths and linoleums to a sufficient extent to stop the upward tendency in price. At the same time there is no reason to anticipate lower prices on oilcloths. The manufacturers have been turning out their products of late years at a figure which did not allow much margin of profit. The decrease in linseed oil will not, however, bring about any weakening in the price, therefore.

Good Business in Curtains

There is satisfactory activity in curtains for the Spring trade. While business has been good all around, the tendency to buy piece goods is very marked.

There will not be any marked innovation in the matter of design. A tendency has been shown to copy the more expensive effects and patterns in cheap materials. This is the natural outcome of the desire shown by people of moderate means to have the semblance of expensive housefurnishings.

* * *

Laces Used on Screens

There are a number of showy, coarse laces that the enterprising upholstery man can use to advantage for the creation of two-color effects on flat surfaces, states The Upholsterer.

Laces, principally Arabian, have for several years been successfully used as appliques on plain damask or velours textures for lambrequins, table covers, lamp shades, jewel boxes, etc., but the expense of the hand made laces has precluded the possibility of their being used in large masses for general purposes. Some of the new laces, however, are machine products and the prices not so prohibitive, but what they may be used for creating some very attractive though inexpensive effects.

For instance, the French people have for years been showing hand made lace-covered screens, the lace being applied over a plain silk ground so that the color and the glitter of the silk shows through the lace, throwing the pattern into prominent relief.

Effective designs might be easily constructed from inexpensive machine laces and there is practically no limit to the variety and character which can be evolved in this way.

Not only can attractive screens be made up which have no period characteristics, but it is a simple matter to arrange patterns which express period character, for instance the Adam, Empire or Biedermeier, or any of the Louis styles.

Forty-one Years.

Wm. T. Lee, Owen Sound, has been in the dry goods business forty-one years. He has had many interesting experiences during that time and in an interview with the Review recently he discussed some of the principles which he declares it has paid him to recognize.

——⚙——

J. Spiro & Son, dry goods and clothing dealers of New Glasgow, N.S., have dissolved partnership. Morris Spiro and Bina Spiro will continue the business.



Oriental Rugs

TO THE TRADE

The increasing demand and public education for genuine Oriental Rugs makes it almost necessary now for every housefurnishing, carpet and dry goods store to carry a stock of them. The fine new residences being built in all parts of Canada require fine Oriental Rugs, and if the dealers do not carry them the customers are sure to go to other larger cities to get them.

I always have a very large and complete stock of all sorts of genuine Oriental Rugs from

SMYRNA—PERSIA—CAUCASSIA
EAST INDIA AND TURKEY

For immediate delivery and import orders are taken now for fall delivery.

My 16 years' experience in Canada, as well as my exceptional buying facilities in the Eastern markets, enables me to offer the finest productions of Oriental hand-looms at the lowest wholesale prices.

Mail orders always given my personal attention.

Levon Babayan

Wholesale only

77 Bay Street, Toronto, Ont.

Constantinople, Smyrna, Tiflis, London

Buy Your Imported Rugs Now

and get the benefit of our immense showing of Axminster Rugs and Mats, Seamless Imitation Oriental Rugs and Mats, and the values for which we are noted.

We are carrying a splendid stock of New Fibre Matting and Curtains, etc.

We are the Canadian representatives for Hermann Patz, Oelsnitz, Saxony, and for Sachsische Kunstweverei, Claviez, Adorf, Saxony.

Our values are the best. Send for color cards.

OTTO T. E. VEIT & CO., Importers and Commissioners

Showrooms: 726 Empire Bldg., 64 Wellington St. West, Toronto

PHONE MAIN 2592

READY TO WEAR GARMENTS



The Buyer's Viewpoint

Buying is reported to be very satisfactory for the coming Spring season. Charmeuse and brocades are the leading novelty fabrics.

A prolonged fall season for dresses — Stocks clean and buying satisfactory for the coming spring season — Charmeuse and brocades the novelty fabrics.

THE Fall season on popular priced dresses is about over with the majority of manufacturers, but there are other firms that are prepared with materials to make repeats up to the end of the selling season—and in this respect much depends upon the firm and its equipment and manner of doing business. As for the manufacturers that do the rapidly increasing business in the more expensive models, and models for evening and party wear, they are fully prepared to take care of repeat orders for fully another month or even longer and will be constantly putting in the new style features as they develop.

The present season has been a particularly good one and prospects are very bright for a big dress season again in the coming Spring as merchants are well cleaned up on the dress stock and are therefore well disposed towards placing good orders for another season. Charmeuse both plain and brocaded is the material that is regarded as the leading one for the Spring season, and any further development will be in the direction of crepe de chine. Soft finished brocaded satins that closely approximate to charmeuse in finish and texture will have an extensive run though they hardly have the clinging effect that makes charmeuse so fashionable. Even very soft finished brocaded taffetas will be taken because of the fact that attractive dresses at a price can be turned out. Many of the brocades used are two toned with black as a rule used as the ground color. Such combinations as brown and black, National and black, purple and black, deep cerise and black and pearl and black. Combination effects both in plain and brocade, and black and color in the same material are preparing.

The new dresses made of expensive materials are modeled on simple straight lines with a hint of drapery effect that takes nothing from the slimness of the wearer. Skirts are narrow and the pleated models so much talked of do not seem to have materialized so far. The new outline fashion is favoring gives somewhat of the slender shape to a woman's figure by narrowing in the skirt towards the feet. This shape makes the slash either back or front a necessity and many imported dresses have this slash masked with a panel of transparent material. This style has been put out in ready-to-wear gowns for evening wear, but designers are not so ready to show outdoor gowns to go to such lengths. There is no doubt that this feature will have an influence and will be simulated and suggested. And as a direct outcome skirts will be decidedly longer.

LONG WAIST LINE.

Another feature that must be kept in mind is that though there is much talk about the return of the natural waist line and the fact that the waist line is normal, it is not a long waist that is meant and that the line is still sufficiently high to present a straight line in front. And moreover, nearly every dress is finished with some sort of a sash girdle or belt at the waist. Street dresses promise to be a big line. The coat dresses of the late summer are well represented and designers seem to expect that with the new touches, developments and modifications given that they will repeat their last season's success. The big line, however, consists of plain tail-

Exclusive Selling Agency of the Pullan Garment Granted Where We Are Not Already Represented.

"Pullan Garment"

MADE SINCE 1902

A Special Christmas Skirt Offer!

Made specially for your Christmas Trade, and can be shipped within two days.



All wool Black Voile, with Satin Trimmings	Serges and wide Wale Tweeds	Best quality English Panamas and all wool French Serges	Serges, Panamas and Tweeds
$6.75	**$4.50**	**$5.00**	**$3.50**

These Skirts show the newest style tendencies that women will wear during the holiday season.

M. PULLAN & SONS

An exclusive Cloak, Suit and Skirt House. Pullan Building, Bay and Wellington Sts., TORONTO
Montreal Office, Lindsay Building

bred straight cut little dresses with a kick pleat or two introduced on either side of the back panel to give a comfortable width in walking. The waist line



Simple tailored dress of white ratine. The collar, tie and cuffs are of white cotton Ottoman, edged with a line piping of Copenhagen blue. The hat is one of the new tam shapes in straw.

is finished with belt or sash, often with the ends on the left side over the fastening. Panels back and front are good and some of the more advanced models are slightly draped into the panels both back and front near the feet. Sometimes this draping is on one side, the other hanging straight and plain. For Spring the high collar when used leaves the front of the throat bare and also there is a more or less moderate V left in front. Many necks are finished with the round collar and this fashion explains the big call for the chemisette or sleeveless guimpe.

For street wear very fine serges and poplins are in the lead and navy still is the selling color. Black is good and browns, tans and Copenhagen about complete the list of fancy shades.

Lingerie and wash dresses always are a big line. Voile and crepe effects are extensively used in the development of lingerie dresses. The accepted trimming consists largely of Nottingham bands and filet crochet, and Florentine Cluny patterns are much used. The tendency is strongly in favor of the finer laces for trimming purposes. Some embroidery is used but in the moderately priced lines that have been sampled so far very little use, it must be confessed has been made of embroideries. Embroideries are better represented in misses' lines, particularly in the cheaper numbers. Advices from abroad point to the fact that Paris is again beginning to use embroideries and this fact coupled with the really beautiful novelties gotten out by the manufacturers for the coming Spring ought to mean a revival later.

As in the past summer the big line in the wash dress department will consist of smart plain tailored dresses in heavy and medium weight cottons. Ratines will be a leading fabric and fancy crepes with ratine and boucle stripes are also well in evidence,



Princess dress of helio Bedford cord, with round collar and turned-back cuffs of white linen. The buttons are white galalith balls, and the fastening is accomplished by means of cord loops.

and piques, cords, welts and poplins in plain cloths and in fancy stripes are in big variety. Ginghams



3510. $2.50



3540. $3.50

Eclipse

TRADE MARK REGISTERED

Seventeen years ago

When we decided upon a trade-mark, we had a clear idea of the class of goods we desired to make. This idea is expressed in the motto, "We aim to excel," which was then adopted.

Seventeen years experience

Deepens our conviction that if you want to do the best, the biggest and the permanent business of your own locality, *quality* must be the basis of your growth.

Style without value

As a trade winner is just as useless as value without style. From coast to coast the "something different" of Eclipse Garments helps your ready-to-wear department to secure the best trade of your town—the trade of ladies of taste.

Just a touch

Here and there—a daintier trimming—a better finish—a finer lace—a softer cotton—whatever it is, you see and know it as the Eclipse standard.

We try to excel

All along the line. If we fall down anywhere, be sure we are now trying to strengthen that link in the chain of our service.

The increased business

We are getting this season proves we are making good. Our factory was never so busy, never so efficient, and never turned out such values and styles as *NOW*.

The Eclipse Whitewear Co., Limited

324 King Street West, - TORONTO
16 McGill College Avenue, - MONTREAL

are always wanted for useful dresses and ginghams showing ratine borders have been made up very smartly for the coming season.

LONG SLEEVE WILL RULE TO EASTER.

The sleeve question is important, and up to Easter the long sleeve will rule. After that date designers state that the ¾ sleeve is expected to predominate. One important line of better grade dresses has only a few models with the full length sleeve, and travellers are instructed that this sleeve is optional and the ¾ length can be substituted. All the more dressy models have the ¾ sleeve. Sleeves are set in and many waists show the long shoulder. Though no models in kimona cut are seen there is a feeling in favor of a revival. Kimona cut waists are universally becoming, therefore, the customer likes them. Kimona waists eliminate alterations at the shoulder, therefore the merchant likes them, and they lend themselves to attractive trimming effects, and are cut out of little material, and save money on the making, therefore the manufacturer favors the kimona cut, and all these reasons favor a revival in the near future.

Belt is the Big Feature

Children's Spring coat styles — Norfolk and Russian blouse dresses in straight line effects are the new feature — Orders on Spring dresses large

The big feature of the new Spring lines of coats for children's wear is the introduction of the belt. These belts are more often of patent leather or suede, and are placed loosely low about the waist in Russian fashion. Some numbers show the Norfolk pleats but the majority are in Russian blouse style and are finished off either with a single revers or have a sailor collar, and the more expensive are developed in corduroy and velvet. Red, tan and blue cheviots are to be the sellers in popular priced lines.

Though travellers are out with Spring samples, and the season is developing along perfectly satisfactory lines, Fall business is being prolonged and orders for immediate delivery are coming in. This applies particularly to the velvet dresses that one or two manufacturers put out in Norfolk and Russian styles.

Travellers out for Spring are finding that plain materials such as piques, repps and poplins are outselling fancies save in the very cheap lines. Buyers are taking the models with long French waists and pleated skirts in quantity but they are also asking for models in straight line Norfolk and Russian or, as some buyers call them, in German Buster styles. This is a development in favor of simple straight line models and is one that is practical and sensible for children's wear.

White dresses in lawns, batistes, and dotted Swisses daintly trimmed with lace and embroideries are in high favor, and in white fabrics there is a great and growing demand for dresses developed in piques, repps and poplins and made up in Norfolk and Russian or German Buster styles.



Girls dress in Russian or German Buster style. This dress is developed in Copenhagen blue Bedford Cord with sponge cloth belt cuffs and half collar — Shown by Home & Watts.

Ready-to-wear and neckwear department managers know the advantage of suggestive selling. Customers are pleased with garments salesladies wear. They ask for a personal idea on numerous questions of dress.

This advertising method is especially useful at Christmas. Aprons and waists are displayed by having salesladies wear different styles or patterns each day. Results are evident in increased sales.

Draped Coats are Selling

Plush and velours are going with the city trade — The forty-five inch coat in a variety of models the leader for Spring season

With dresses selling so well coats must of necessity be a big item. The city trade is beginning to be interested in cloaks of ribbed velvet or plush that will serve both for afternoon or evening wear. The new feature of these cloaks is that they will answer the requirements of the woman who buys but the one cloak during the season. These cloaks exhibit something new in cut, as they have a shawl-like point at the back which is in one with the shoulder and sleeve cap and yoke front. To this top-piece the skirt of the coat is so attached as to give a draped effect and an appearance of being wrapped around the figure at the feet. One seen on Yonge Street recently was of grey plush with collar and cuffs of coney fur and another model seen in an exclusive ready-to-wear store was developed in seal plush with a lovely amber brocaded lining. The forty-five-inch coats are meeting with a limited sale and the situation forms an ample vindication of the judgment of the Canadian manufacturers' attitude in not putting out full sample lines of these coats until next Spring. For Spring selling the trade is even now interested in forty-five-inch coats and the styles promise to be sufficiently varied to make good business. There will be mannish top coats and also cut away and doubtless draped fancy models, and blazers, Mackinaws and Norfolks.

Dainty Styles in Lingerie

Simple lines will lead — Up to Easter the long sleeve will predominate — Three-quarter sleeve for summer selling

Tailored, semi-tailored, simple and dainty that seems to be the lingerie waist story for the coming Spring. Voile and crepe are going to occupy the attention of the trade that wants something different to a large extent and the new feature here seems to be the use of colored scalloping and rhinestone and jeweled studs or buttons. Buttons also are important for waists are so plain that every point about them has to be made to tell. Galalith balls and olive in white and in white with colored bars, and also crystals are all new. Flowing Byron collars, edged with scalloping or lace and an arrangement of tucks on each side of the plait, are all the decoration permitted. In sheer fabrics like voile and crepe and in the new very transparent handkerchief finished lawns

(Concluded on page 47)

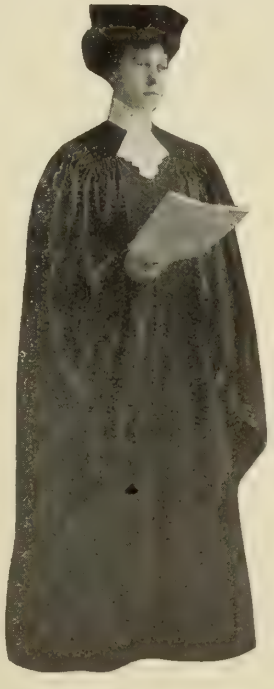
CHOIR
For CHRISTMAS

No Choir Should Be without Them

They lend a solemnity and dignity to a service that otherwise would be lost, and have an equalizing influence on the members of the choir which is much desired.

DUCK CLOTHING IN WHITE AND COLORS

Made for all classes of service and professional men is one of our specialties. Write for catalog.



GOWNS
FESTIVITIES

No Christmas Services are Complete without a Properly Gowned Choir

THE MINISTER SAYS:

The Manse,
Annapolis Royal.

The Miller Mfg. Co.,
Toronto.

Gentlemen:—

Your gowns have given us great satisfaction and have added a most desirable dignity and decorum to our choir.

(Rev.) W. Bruce Muir.

USE YOUR INFLUENCE WITH YOUR CHURCH

If you use your influence with the churches of your town you no doubt could secure their order for gowns in time for the Christmas festivities. You need carry no stock. Your share is just profit without risk, and in addition will bring you the "good will" of the entire church. Our gowns are the standard and are known everywhere as the best obtainable.

THE MILLER MANUFACTURING COMPANY, Limited
251-253 MUTUAL STREET, TORONTO

Ideas to Attract Early Xmas Buying

A Santa Claus castle can be easily constructed — It is found an admirable method of displaying toys — How to go about building a booth of this description — It will attract early attention.

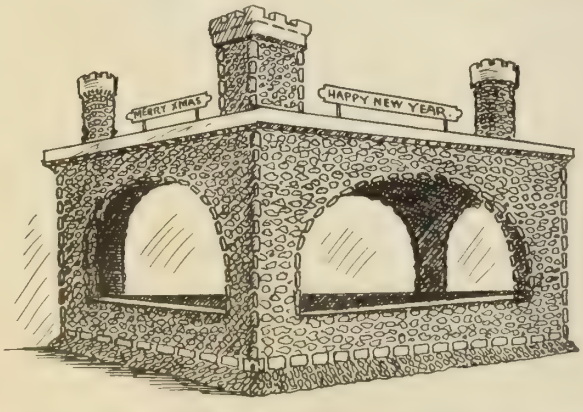
Written for The Review by Jas. Graham.

IN December, thousands of stores find that business just drifts into holiday lines without any effort on the part of the management. But a little advance planning will enable merchants to increase their sales very materially.

It is strange that a great proportion of the buying public, procrastinates almost to the last day before Christmas in the matter of buying their holiday goods. It is to offset this final rush that we propose a little planning. There can be no doubt that customers can get better choice and better service if they do not wait until the last week before Christmas. The merchant, too, will profit more if he can induce early shopping. Often times a customer will buy five dollars worth when he has time to choose and receives good attention for every one dollar he would expend on the rush day before Christmas.

A SANTA CLAUS CASTLE.

The suggestions we offer herewith need to be planned in advance. It is wise to arrange displays to attract children, for they are good advertisers and worriers of parents, all of which has its beneficial results on trade. We illustrate a Toyland or Santa Claus castle, which can be utilized to wonderful advantage. This design is merely suggestive, for the space and layout of your store, materially affect the design and size of this building. It may be square or oblong, or oval or round, but the general procedure for making it will be practically the same.

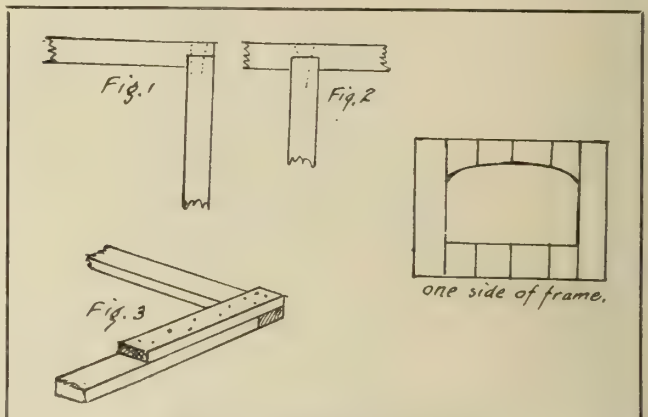


A "Santa Claus Castle" which is found a good method of displaying Christmas goods.

It may be that you will only use the front and let it go across the back part of your store. Or it may be arranged at the side or over a counter.

THE PRACTICAL USE OF IT.

It is so easily made, almost any handy man can make it without resorting to the services of a professional carpenter. Assuming that you have room enough to build a square castle, secure dressed strips 2 inches wide and ⅞ of an inch thick. Cut these the desired lengths and make the joints at the corners



How to proceed with castle

as shown in Fig. 1. Bore holes for the nails so as not to split the wood. You will need to put braces across the frames and the joints of these braces should be checked as in Fig. 2. Should saw and chisel not be convenient or easy to manipulate, the joints can be made like Fig. 3. For the arch openings, use thin pieces of basswood or ash and bend them to the proper curve. If desired the openings may be made square.

The coverings should be white, bleached cotton, stretched on tightly and well tacked. Make a glue sizing of about ¼ or ½ pound of glue to a pail of water. Coat the cotton all over with this. When dry, cover the entire surface with a wall paint of the desired stone shade and put on with large paint brush. You can make your own color by using a half pailful of whitening, into which you have put about two or three heaping teaspoonfuls of lampblack. Mix well and fill pail with a glue size same as above. When dry, you can mark the stone effects with a ½ inch or ¾ inch brush, with a very much darker color.

Line the castle with bunting, and have toys and other small wares displayed in it. These can be pinned all over the castle inside and out. The effect will be most striking and will increase your Christmas business. If you will have a Santa Claus

dressed up to stay in it certain hours of the day, it will increase the interest of the castle. These are merely suggestions from which you may develop other ideas.

Dainty Styles in Lingerie

(Continued from page 45)

the three-quarter sleeve set in either to the long or the normal arm-hole is looked upon as the proper one for after Easter business. Up to that date the selling will be made on long sleeves, and the majority of lingeries for January white sales have the long sleeve.

The high collar is oftener seen in late Spring blouses than the long sleeve and as the Medici only covers the back of the neck and leaves the throat bare in front it should sell well where perfectly cut. The high stock is also in evidence. But the collar that leaves the neck exposed is the evident favorite. A new collar just comes over the shoulder in front but is almost a cape at the back presents many graceful possibilities when made of the fashionable sheer fabrics and light laces.

Light laces have the call, and just enough fine embroidery to give a touch of contrast is to be used. Val laces are making their way back chiefly because their makers have at last recognized the value of novelty patterns, and Malines, shadows and fine filet effects are all good.

The plain tailored waists put out for Spring are really what the English stores term shirts. That is they are not drawn in with pleats in front. These shirts have soft collars and of course full length sleeves set in without a vestige of fullness at the arm-hole. They are developed in sheer fancies, repp, poplins, piques, plain and figured, linons, bordered ginghams and tub-silks.

Store of Member of British Aristocracy

(Continued from page 26)

sible, even when their purses were well filled. This is a complaint The Review is very familiar with, and it is to be hoped that Lady Evelyn will stick to her prices, for she will find that her customers pay the same or even higher ones to Kurzemans, Benard, Joseph and other 5th Avenue stores simply because they have to get what they want.

Personally, I am sure the Canadian trade will be interested in the success of this new development as the fact that such an establishment could be started at all in Toronto with any reasonable measure of success before it, marks distinctly, the upward trend of development. Also, its continued success will be wished for, and watched with interest, when the educative value of the business in the direction of buying exclusive goods at home is recognized.

Prolonging Fur Season by Advertising

(Continued from page 22)

tisement detract from the value of that advertisement. Comparative prices judiciously used are always permissible, as part of item references. Good location, tasty display and a fair standard of value, if salient features of a dealer's advertising, do more to prolong the fur seasons and avoid early clearance than any other methods. By watching styles and customers' decisions, any furrier can anticipate the sale of individual garments or pieces. There is always a reason for stickers.

VALUE OF REPUTATION FOR FUTURE.

Reputation for future business is worth more than clean stocks because one leads to the other. Buying power and stability are more effective than a whole season of discount sales to attain this result.

Prolonging seasons will enable merchants to increase their turnover and to take more chances in assortments to obtain cleaner profits. Seasons are short enough in any case to make merchants anxious to increase their profits to a point consistent with the investment and the costs of doing business. Stock showings can be made on a better grade of furs and outside opposition can thus be combated.

The advertiser needs the support of both furriers and salesmen in building up a departmental reputation. Besides gaining the attention of customers, the ad.-man has to indirectly offset the catalogue advertising of large concerns; who have probably mailed their booklets and letters to influential people in the town or city.

Fur Very Prominent

(Continued from page 24)

of these novelties take the form of a question mark formed of a few flues.

Another new idea that gives point to the fact that the fur trade is making big purchases of tulle for the coming Spring season is that caps of velvet and tulle are put out as a late novelty.

There is a decided tendency for wearing small hats and smart models are showing all of moleskin, or of plush or velvet trimmed with either civet cat or raccoon. The new trimming for these hats consists of applique roses made of silk or cut out of the printed velvet ribbons and padded.

Milliners are displaying quite a fondness for tan effects and a smart little model is clearly copied from the velvet cap that lines the royal crown. There is a band of ermine or skunk fur and either an osprey or ostrich or a fur brush as the trimming at one side.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

NEW OFFICES FOR M. J. & L.

M. Joss & Lowenstein, manufacturers of shirts, collars and cuffs, have moved their Toronto offices and stock to 4 Leader Lane, corner Colborne St. and Leader Lane.

ROBERT C. WILKINS CO., LIMITED.

This company have opened new sales office at No. 501 New Birks Building in charge of Mr. E. J. Kelly also at Room K, Toronto Arcade, Toronto—Mr. Charles H. DeGruchy Representative.

They find it necessary to enlarge their factory at Farnham P.Q., although their present capacity is much in excess of that formerly in Montreal. The new wing will be about 100 x 60, which will give space to take care of their ever-increasing business.

SHEEPSKIN COAT.

The Dunlop Manufacturing Company, Montreal, are now turning out a sheepskin lined coat with what is called the Gordon Patent wind shield. This enables the neck to be entirely closed in front, and the flap extending over the tip of the chin prevents any freezing there. There is a flap in front also, which prevents any wind getting in where the coat buttons.

CLAVIEZ ORIENTALS.

Claviez Orientals are reproductions of famous Museum and privately-owned specimens of the Old World rug weavers' art. Such wonderful designing and coloring are perfectly copied by the Sachsische Kunstweberei Claviez, and appeal to those whose artistic tastes which demand something beyond the ordinary yet cannot gratify themselves owing to the exorbitant prices asked for originals. Claviez rugs are manufactured to sell at a figure that will place them within the reach of our Canadian people, who have already shown their appreciation, and a splendid profitable business can be developed in this line. The Canadian and United States agents, Otto T. E. Veit & Co., 64 Wellington St. West, Toronto, are always pleased to give information, etc., concerning them.

AGENTS WANTED

LEADING WHOLESALE MANUFACTURERS of furs of every description require agent with sound connection throughout Canada. L. Bernstein & Co., 34 Spittal Square, Bishopsgate, London, E.C.

ARTICLES FOR SALE

NATURAL COTTON BOLLS FOR DECORations and souvenirs are great attractions during white goods sales, annual sales, etc. Turner's Decorative Natural Cotton Open Bolls, long stems, wrapped in tissue paper, $18.00 per 1,000. Samples postpaid, dozen, 50c, half dozen 25c. Booklet free. James H. Turner, the Cotton Boll man, Carrollton, Georgia.

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MEN'S WEAR SECTION

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Meeting Mistakes in Advertised Prices

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Overhead Expenses

The Cardman's Query Column

ADVERTISERS in this paper are reaching more actual buyers of men's goods than is possible with any other paper or combination of papers. You reach the best men's wear stores and the men's wear departments in dry goods stores throughout Canada with our two papers for one price. It will pay non-advertisers to investigate this proposition.

Is Percentage on Sales a Fair Salary Standard?

Merchant to salesman:—Your salary is greater than our fixed percentage allows. Can you increase your sales?

Different salespeople have different relative value to the business. Your ideas of making sales are in the interests of future business, while your fellow worker may perhaps be less scrupulous. Conditions vary in departments and in opportunities for making a book.

Salesmen frequently meet this problem.

From the office standpoint a review of the season's business gives the firm a comparative understanding of your worth as shown by sales totals. For some reason your sales are not up to the mark.

How would you answer, considering your value to and interest in the business?

For the best practical replies to this question The Review will pay from $2 to $5 each.

All replies must be in by Dec. 9th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

THE Christmas trade forms an important part of the men's wear dealers' year. The demand is very heavy for neckwear, gloves, hosiery, etc. When one starts to study it out, it is seen that the scope of the gift giver in selecting a suitable present for a man, is limited. If the recipient has no particular hobby, the choice narrows down to something to wear or something in the smoking line. If perchance he is not a smoker, there is nothing else to be done but to select a necktie, a pair of gloves or a pair of socks. For which reason, the run on the men's wear dealer is very heavy during the active Christmas buying season. It follows that the Christmas trade is a matter of extreme importance to the dealer and he should endeavor to make the most of it by introducing enterprise and initiative into his selling methods.

* * *

The first consideration is to be prepared well in advance. While it is true, unfortunately, that a great many people leave their shopping until the last moment, this is no reason for delay in the necessary preparations on the part of the dealer. The best way to educate the public to the wisdom of early shopping is for the dealer to start his campaign bright and early. If the windows and the shop itself radiate the Christmas spirit, it is bound to have its effect on people. If they find reminders on every hand that Christmas is coming, and that in consequence, the time is drawing close when their shopping will have to be done, they are almost certain to get started earlier than they would if left to their own volition. This is not the only advantage from the standpoint of the dealer, however. By getting an early start, he is able to carry out his campaign on a systematic basis. Careful preparation in advance banishes confusion and makes it possible to handle the heavy rush of trade without completely upsetting the store routine. Everything should be planned out—the goods to be displayed, the location of each line, the advertising methods, the help problem.

* * *

A departure has been set in price cards by Oak Hall, Yonge Street, Toronto. A new series of cards have made their appearance in the windows containing a written price without dollar signs: Thus—"Twelve," "Seventeen Fifty," "Twenty-Five." They are neat in appearance and are said to be proving highly effective.

* * *

Sweater coats are a splendid line to feature for the Christmas trade. The demand for this line of goods has developed wonderfully of recent years and it is quite apparent that the fullest development of the demand has not yet been reached. A sweater coat is invaluable to a man during the winter months and it is assured that there will be a big demand for them for Christmas. The men's wear dealer should strive to hold as large a share as active featuring and aggressive exploitation can insure.

* * *

"Can a retailer create styles?" This question is a broad one and certainly not one to be answered offhand. It is quite apparent, however, that the retail salesman is a factor to be reckoned with in the creation and maintenance of styles. It is the salesman who meets the public and his views and arguments go a long way toward settling a customer's selection. A salesman can do a great deal to popularize a certain style or a certain shade just as certainly as he can discourage and to curtail the sale of lines which he does not favor. There are, of course, distinct style trends which no retailer can, with impunity, depart from. It must be considered, however, that the work of salesmen in the preceding season has had a big influence in setting these styles. It is a fact that a live retailer can create a heavy demand for a special style, a special priced article or a novelty. By

working energetically along a certain line, he can create a vogue for that line which often is not confined by any means to his immediate vicinity.

* * *

The need for stock records is felt by a great many dealers who have never gone to the length of installing a system of their own. The information tabulated by means of records is of great assistance in many ways. The article in this issue dealing with the drafting of standard stock records by the interstate committee of American Retail Clothiers' Associations is well worth careful study.

* * *

The fixing of a percentage for overhead expenses is a highly important question. Unless a dealer knows just what it is costing him to run his business, he cannot fix selling prices with any degree of accuracy. One men's wear dealer may not allow more than 10 per cent. to cover his business maintenance costs, while another may be charging 25 per cent. It is safe to assume that the one is not allowing enough while the other, if his expenses have been accurately estimated, is keeping up an extremely expensive place. There is a happy medium somewhere between these two points. The fact remains, however, that the dealer who cannot tell what percentage he must add to the cost of his goods to cover the cost of doing business, must resort to guess work in order to fix his selling prices. This question looms up as of particular importance at this season of the year. The books will soon be closed up and figures will then be available to show not only the net profit for the year but the total amount paid out for maintenance. The information thus obtained should be used to good advantage next year in regulating expenses as well as in determining prices.

* * *

Arranging units for display purposes is largely a matter of good taste. Some window trimmers can get pleasing effects from the most unlikely material, while others, less gifted with the asset of originality, will achieve mediocre results with the best material available. This rather trite exposition of a truth which applies to many other things besides the arrangement of units, shows that a trimmer's success depends entirely on his initiative and perception. Nevertheless, it is advisable to help along the results by judicious selection of subjects. A dress shirt with frilled front serves admirably in display work of this kind. An illustration is presented in this issue which shows the good results which can be obtained by grouping other stylish articles around one.

* * *

"Advertising is the capstone on the fortress of success." This epigrammatic summing up of the value of advertising, has the element of absolute truth. To the retail merchant, publicity is most essential. His business will thrive as long as efficient publicity measures are used to bring the custom to the store. It will shrink and contract dry rot as soon as the reviving influences of publicity are withdrawn. The word "publicity" is used in this connection in its broadest sense, not to designate newspaper advertising alone, but every single feature of the store policy which serves to bring the store to public attention.

* * *

If one of the gallants of the Elizabethan period, with his ruffles, plumes and slashed doublet of rainbow hues, were to see a man of to-day, he would undoubtedly pronounce him a "sad-looking lout." The severely plain lines of modern masculine attire and the quiet tones that are now universally worn, would not appeal to the dandies of that gay period.

There are men to-day who think with longing of the days of doublet and hose. Personal variety may be the reason or, perhaps, this is due to a mild form of atavism, causing a "throw back" to the taste of centuries ago. This tendency exists, in a very mild and subdued form it is true, but nevertheless, it is there. It shows in the extremist styles which sometimes manifest themselves. That they do not last long and attach to themselves very few devotees, is the strongest proof of the commonsense which is back of masculine styles. Man's attire to-day is not only attractive, but sensible and comfortable in the extreme. For this reason, radical departures which savor of femininity make slow progress.

* * *

In men's suits, blues have been particularly strong, there apparently being a tendency to break away from the colors that have been so much in vogue of late. One retailer in conversation with a Toronto clothing manufacturer stated that 75 per cent. of his clothing sales this Fall have been blues. while this is an out of the ordinary case, it denotes a trend in favor of this color.

Cliff Caldwell, of John Brass, gent's furnishers, 148 Yonge Street, Toronto, was in New York during the early part of the month making his selection of goods for the Christmas trade. For five days previous to Christmas this year the window of this firm will be given over exclusively to a display of neckwear. This firm have been specializing on this line of late, with a marked degree of success, so much so that they believe their trade warrants the devoting of the window to this line alone, at a season when it is specially valuable as a means of display.

Men's Store Planned on Original Lines

The new establishment of Max Beauvais, Limited, Montreal, has been laid out to give ample display facilities and yet afford privacy for customers — Cases arranged in square formation.

A STORE, planned to give the display facilities so necessary to secure the largest possible percentage of sales, and yet the privacy so desired by many customers, has been opened by Max Beauvais, Limited, handlers of Fashion Craft Goods. This concern, which has been doing business on St. James Street, Montreal, for a good while now, is not making any great change in stand—such as might jeopardize a part of the custom. The move is just a few doors east along the same side of the street. As far as location goes, many old patrons will hardly appreciate that there has been a change. Looking at the fine new show windows, however, and entering the store, they will at once become aware of this change.

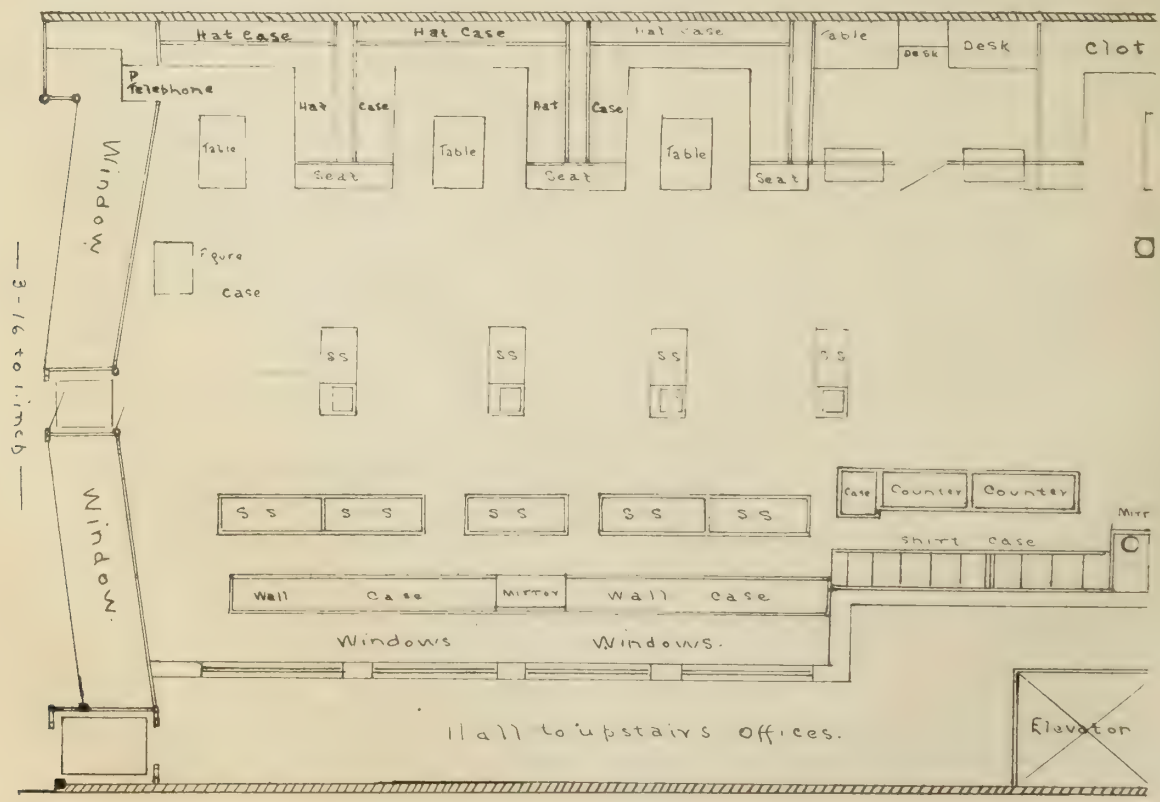
It is an old building which is occupied, but extensive alterations have been made, by the Dominion Office and Store Fitting Company, and the store is a different place now. It is, in many ways, a model, and one which will surely give ideas to dry goods men and to those in charge of haberdashery concerns.

The accompanying plan will give some idea of the floor lay-out—but no plan can show all that is to be seen. It tells nothing of the large glass fronted cases —of the fine woodwork, or of the lighting. It does not give the little details that are so valuable. This must be done as well as may be in a short description.

As will be seen, the windows facing on St. James Street are unusually large—giving room for extensive and varied displays. Nor are the St. James Street windows all. At the east of the store runs a passage, giving entrance to the offices above. Now a goodly number pass through this hall daily, and the intention is to give these an opportunity of seeing samples of the goods to be purchased within the store. The side of that passage which bounds the store is one long show window, this having been built behind the cabinets, which, from the centre of the store, seem to be tight against the wall. There are almost limitless possibilities for display in that long window—or series of windows—and if as many people pass to the offices above as are expected, the trims will undoubtedly be of great value.

The store itself is fitted entirely with mahogany. The backs of the windows are mahogany. The frames of the silent salesmen and the mirrors are mahogany. The show cases are mahogany. So are the tables which stand in various parts of the ample floor space, and the seats built against many of the show cases for the convenience of the patrons.

At the right hand side, as one enters, is the department devoted to gloves. There are five silent salesmen, and behind these, wall cases. Between two of these is placed a fine mirror. The wall cases are



divided into drawers, each one of which is devoted to a certain style of glove, the color and size of which will, when the store is quite finished, be entered on a card for which there is space in the handle.

Further along the same side is the shirt department; and a unique department it is. Here, too, there are silent salesmen, behind which stand more wall cases. The drawers in these wall cases are specially built for shirts, pulling out in the form of trays, which can be laid out on the counter. A man asks for a certain style of shirt in a certain size. The clerk has no cause to hesitate. He goes at once to the drawer marked for this style and this size. On that tray-like drawer, the customer sees half a dozen different patterns of the exact size wanted. Running over one or two such drawers he is practically sure to find what he wants.

At the back of the shirt department, as the ground plan indicates, the store widens out. This affords room for the overcoats. But before the cases devoted to these, come two dressing cabinets. These afford an opportunity for men needing to try on trousers to do this without any inconvenience or embarrassment.

AN OPEN SQUARE.

The cases for the overcoats are constructed in the form of an open square. On the three sides are cabinets, roomy enough to hold, perhaps, 150 overcoats. A prospective purchaser can glance over this whole array in a minute or two. He will be able to pick out three or four which especially appeal to him, and these can be laid, for closer inspection, upon the table which stands in the centre of the open square. And the need of mirrors has not been overlooked here. On each projection, formed by these clothing cases, there is a mirror. These serve the double purpose of giving the establishment the attractive appearance desired, and of affording the customer an opportunity to see how he looks in the coat. The mirrors being on both sides of the store, front and back view may readily be obtained.

Behind these clothing cases, again, is the private office—a bright room where much of the buying will be done.

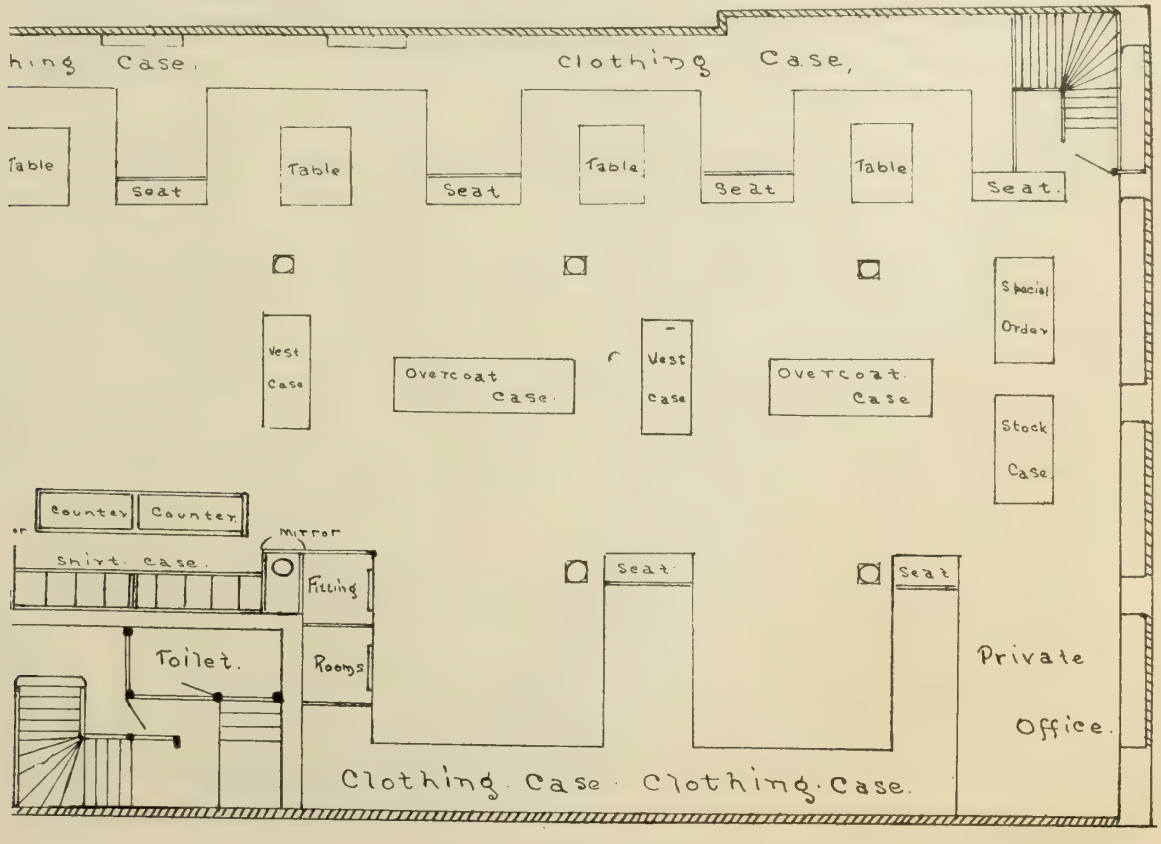
THE HAT DEPARTMENT.

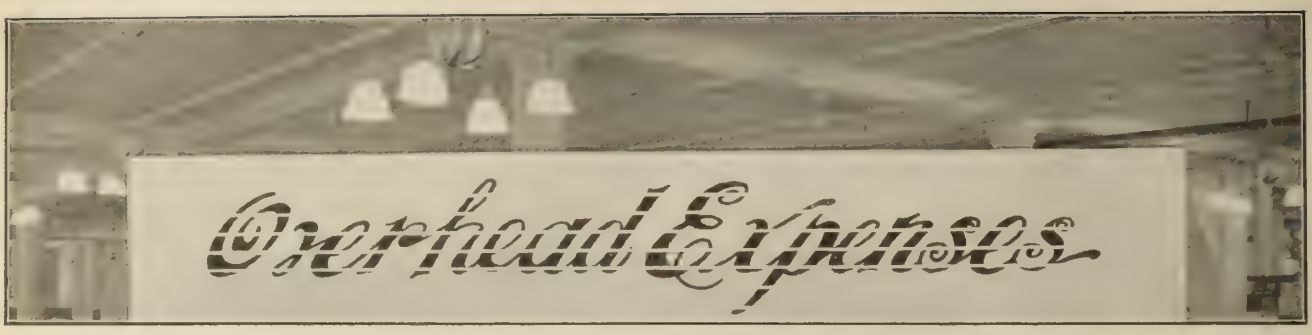
On the left of the front door, as one enters, are other open squares, formed from hat cases. As will be seen, their construction is practically the same as that of the clothing cases on the other side of the floor. There is the same seat in front of the projecting case; the same mirror running above this seat; the same table for close inspection in the centre of each square.

A TIME-SAVING SYSTEM.

This hat department is to be run on a careful system, which, it is believed, will be a great time saver. All hats of the same size are to be kept together. A man saying he wants a hat will be asked what size. Say he replies, six and three-quarters. At once he will be taken to the cases where six and three-quarter hats are shown. There he may try on many styles. If he cannot get something to suit him there he might as well leave, for it will not be in the store. The

(Continued on page 98)





Finding the percentage of turnover that must be allowed for the cost of running the business — Salary should be figured in for the proprietor — What is the average percentage?

NOW that the year is drawing to an end, dealers will soon be closing their books for the year and taking stock. In view of this contingency, a number of merchandising problems suggest themselves. The totaling up of profits for the twelve months will provide the merchant with material which he can use to good advantage. He will find just where he has stood for the year and what he will be called upon to do next year in order to equal or better the records established in 1912.

WHAT PERCENTAGE?

In closing the books for the year, the dealer ascertains the percentage of total turnover that he has paid out for overhead expenses. Has he been paying too much? This question inevitably arises.

Write the Review and tell our readers what your percentage has been in the past and how you have arrived at it.

An important point is to determine what percentage the overhead expense bears to the total turnover. By finding out each year what the percentage has been, the dealer can decide how to regulate expenditures for the year ahead. If he finds that the percentage is bigger than he deems compatible with a continued profit, he applies the pruning knife to judiciously reduce the expense to a proper basis. If, on the other hand, he finds that the percentage has been low, he will probably feel justified in putting in improvements and otherwise paving the way for a bigger turnover.

The merchant who has not accurately determined the cost of running his business is not in a position to fix his selling prices with the surety of profit. He is not in a position to manage any phase of the business, in fact. He is "working in the dark."

The term "overhead expenses," is used to apply to the cost of doing business and the phrase is highly expensive. Overhead expenses include practically every expenditure with the exception of what is paid out for goods. Some uncertainty exists as to the items which can justly be figured in as overhead expenses. It is interesting in this connection, to quote the remarks of a successful retailer in addressing a recent convention:

"I reckon the following items in on the cost of doing business:— Rent, light, heat, water and ice, telephone (two systems here), office supplies, insurance, advertising, donations, depreciation, losses (returned goods, breakages, etc.), a certain percentage for bad debts, appropriation for window dressing, delivery, salaries to staff and incidentals.

This list is a fairly comprehensive one, but it contains at least one omission. Under the head of salaries, provision is made only for staff salaries. What of the salary of the proprietor?

SALARY OF THE PROPRIETOR.

Provision should always be made for a salary for the proprietor. He is giving his time and his brains to the business and is entitled to remuneration as much as any member of the staff. If employed for another man, his services would be counted as worth so much per. Is he not as valuable to himself as to another man? Would the business be able to get along with him?

The answer to these questions establishes the fact that the proprietor is entitled to a salary; and, further, that this salary should be counted as an overhead expense to be figured in on the selling price of goods.

ALLOWING FOR DEPRECIATION.

A fair allowance should be made for depreciation, covering losses from depreciation both of stock and goods. A great many dealers fail to appreciate how heavy the loss from depreciation is. No matter how rapidly the stock may be turned, there is bound to be a gradual accumulation of odd lines and slow sellers. These goods gradually become unsalable and in time a total loss or they are sold out at sadly reduced prices.


Success
COLLARS
MADE IN CANADA
COLLARS
Here is the Success "Strathcona"—a good comfortable Double-band collar—well made and well finished.
This is the big steady seller — It is the popular line. Made to retail at 2 for 25c.
Ask your Wholesaler to show you the complete Success line.
The Canadian Converters Co.
Limited
Montreal
-2

How the Retailer Can Create Styles

By featuring certain lines, the dealer can work up a big demand for them—While prevailing styles are not absolutely deviated from, original ideas can be popular—How it is done.

Written for the Review by C. Caldwell, with J. Brass, Toronto.

MERCHANDISING is forever moving upward to a higher plane. In all lines of merchandising in recent years, much has been heard of the importance of creative salesmanship, and it has perhaps had more than ordinary importance in connection with the retailing of men's neckwear. It would seem, however, that creative merchandising in as far as men's neckwear is concerned is to take another step upward. Every salesman has realized the possibility of selling goods of the prevailing styles over and above actual demand, but the era in which progressive retail dealers will be able to create their own styles and demand for those styles is now apparently beginning to dawn.

In fact, it has already dawned. There is no doubt but that the retail dealer can create his own styles in neckwear, and not only create his own styles, but a demand for them. The important point about this is that not only can the dealer create a distinctive style that will attract particular attention to the store and thus prove of considerable value in the way of general advertising, but the quantity that can be sold by this method is much larger than would otherwise be the case; and the selling of more goods is, of course, the aim of every store.

The proof of the pudding is in the eating. The success which I have achieved in pushing a certain neckwear style demonstrates plainly the possibility of it. Our store has followed out the idea and has proved that with proper methods, the dealer can boost certain shades and styles into prominence and make them big sellers. In one instance alone, that of a satin ombre, which we took up, we sold 800 dozen. This was done in four weeks, by which time our stock of that particular line had been completely cleaned up.

FINDING DISTINCTIVE STYLES.

There is a particular feature of value in creating a distinctive style of your own. In common patterns, the purchaser may procure it at almost any store, but in the other case, they must come to your store to buy it. I do not always closely follow the colors or patterns that may be in general vogue at the time, in the lines I feature, although at times I will have one that is finding a generally good sale, or which is along the trend of colors of the season. For instance, one of our latest special showings has been a brown, which is in keeping with the color of suits and overcoats now being generally worn. However, in selecting my lines, I pick out what appeals to me and of such colors or patterns as I think should appeal to wearers, irrespective of what may be considered as the ruling styles. I follow along my own ideas, aiming to secure something original.

WHAT'S IN A NAME?

Following along this line, we have had particular success in our attempts to create demand for styles or patterns of our own. One contributing feature has been to give to each particular design, a name that will appeal to the public. This has proved of no little assistance in bringing each line into prominence. The satin ombre, which has been one of our greatest successes, and of which we sold 800 dozen, was named "Patricia," a name, which for reasons most everyone can readily understand took well with the public. Among other names which we have used were "Connaught," "Broadway," and "Rector," while the latest one, we named "The Craze." The selection of a name is very important, as much depends on having it such as to appeal to the public.

ALL WERE 50c. TIES.

All those lines in which we have succeeded in creating our own styles have retailed at 50 cents.

In creating demand for them, the window has always been used to a large extent. A good sized display of each line was made, one of the features being the showing of large pieces of the material from which the ties were made. A much better effect can be secured in this way than if only the ties were shown. In addition, it leaves the impression that you are going in for that line in a large way. The same lines were shown inside at the same time to catch the man inside.

HEIGHTENING APPEARANCE OF QUALITY.

The arrangement of the goods in the window is an all important factor. Much depends on having the goods shown so as to, on the instance, appeal to a person. The idea is to give it—a fifty cent tie—a dollar appearance. Much towards this end can be attained by showing it in an effective manner.

My experience has certainly been that it is possible for a dealer to create a style of his own in neckwear and to greatly increase his neckwear sales by so doing.

H. G. Cook, of W. R. Brock & Co., Ltd., wholesale dry goods merchants, Toronto, is in England on a purchasing trip for his firm.

Save Yourself
from Over-Haul Complaints

and troubles like the man below. SAVE HIS LIFE by taking the agency for Leather Label Over-Hauls.

THE man that builds trade when Honest Worth is not given, is building on a foundation of shifting sand.



Fortunately your overalls don't often run up against a test like the above, but DON'T FORGET that the same qualities which will stand this strain will withstand the wear and tear of your day's work.

LEATHER LABEL OVER-HAULS ARE DOUBLE SEWED on every seam with thread tested in a pulling strength of ten pounds. Every pocket is cross-stitched at the corner with three seams.

Think what these things mean to you. Your LEATHER LABEL OVER-HAULS will hang together until the fabric is worn out. They cost more per garment but LESS per year. Expensive Over-Hauls are the BEST ECONOMY.

WE ARE THE AGENTS

The Leather Label Over-Haul Co.
WALKERVILLE - ONTARIO

Tear out this page. Send us your name and address, and we will send you samples, charges paid, to look at

Name .....

Town ..... Prov. .....

The Trend of the Spring Hat Market

It is predicted that English influence on outline will be strongly felt—The wisdom of a change to light felt in spring—Sennets will be a long line.

RETAIL hat trade is watching for style indications in improving Spring ranges and early selections. Fall business has been good and repeats are satisfactory. From the general standpoint of the trade, placing for Spring is progressing favorably with but few influences, outside of competitive values, as yet.

Changes are likely to be reported later. Comparison of domestic and United States styles and the paramount influence of English styles on outline is considered as an indication.

It is noteworthy that many United States manufacturers have not represented anything like such extreme shapes, as have been and are still successful on this market. They do not intend doing so. Whether this is to be reflected in later business remains to be seen. Some authorities state that they recognize a tendency for higher crowns and lower brims, and that the trade is interested in conservative shapes. Evidence of these indications are expected as the season advances.

The attitude of young men has had much to do in creating the demand for so-called extreme styles. Shapes suit younger faces.

However, business has been so good this season, that merchants have been too busy to attend to Spring business up to date. While models shown and chosen as correct are practically safe, buyers have to use caution in deciding the style viewpoint and the trade to which they cater, as to ultimate season models. Smart dressers and exclusive shops are selecting medium shapes and English lines.

The demand for rough hats and their success this Fall has caused some manufacturers to promote them for Spring. It is questioned if this is good business. Some comment as to season distinctions of hat styles is heard in the interest of better sales. If, as predicted, style is changing in favor of smoother finishes, merchants have to foresee and act upon this trend. Educating the trade must be gradual with moderate finishes; and finer felts must be introduced by degrees. A prominent hat salesman, discussing the subject, has the following to say:

"You know how many soft hat manufacturers tried to tell us last Spring that we wanted rough or scratch hats? Some of us were foolish enough to take a small nibble at the hook.

"We, as Canadians in the hat business, should know our own business best. In the first place, we have three hat seasons (that is, in larger cities.) First, the Spring felt season; then the straw season; and finally, the Fall and Winter season. When we buy hats from the middle of August, until time to show our new Spring line of felts. If we had accepted the viewpoint of the rough hat manufacturers we could not sell or would not sell two-thirds as many hats for the reason that people of Canada want something seasonable.

"Smaller places, throughout, can have three seasons. British Columbia has really four seasons' selling. Spring felts, straws, Fall felts and caps for colder days.

"Again, I say we would be unwise to try and develop rough lines for Spring. We cannot afford to cut off our sales to please a few manufacturers, who make rough and scratch hats and try to make us believe they are the proper thing for Spring business.

"Men wearing rough hats, who saw no change in Spring lines, would continue to wear those they have until straws came in. Therefore, let us stick to rough styles for Fall and Winter trade. Admittedly, they are money-makers and match the heavy overcoats. Besides, customers are personally glad of a change in Spring. We are glad to sell the goods, so let it be light felts in our own interests.

SENNETS WILL BE WORN.

"What is your idea of straws for the coming season? Here is mine. Sennets will be the long end of the season's business. People have overcome that feeling of prejudice against the sennet and the belief that English emigrants only wear them. In these days of English influence on dress in Canada and the United States, sennet straws are just as proper as close-fitting, English-line clothes. From your standpoint and mine they pay a greater profit. Sennets were well introduced last year and to my mind are to be worn by the masses this coming season.

"Of course we will always have the conservative dresser with us. For one who believes in the old adage "what is good for dad and dadas' dad is good enough for me," we will have the nice split straws. These will range in dimensions from 2½x2½, 2½x2¾, 2¾x2⅝, 2¾x2½, 3x2½, 3x2¾, 3¼x2¾.

"Some splendid values are being shown in splits this season, as the manufacturers of split straw hats realize the competition they are experiencing. They are, therefore, showing some exceptional values, claimed to be the best yet seen in Canada."

Holiday Requisites

Collar Cases
Toilet Bags
Tie Cases

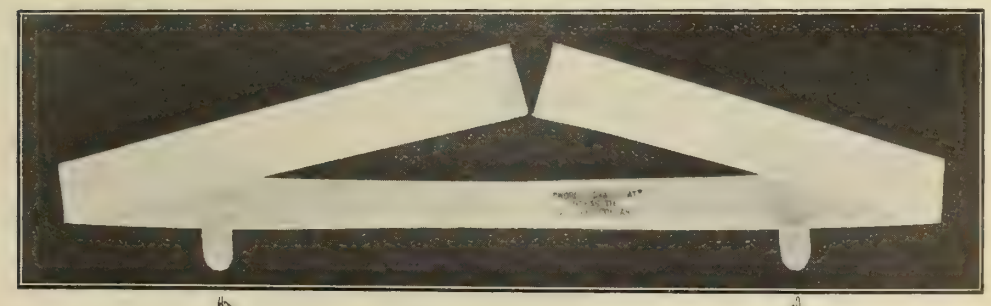
Made from Embossed Satins, Persian Silks, Ottoman Cord Silks, Oriental Silks. Prices,

$8.50 $9.00, $10.50, $12.00 $15.00.

When ordering by mail state prices and silks preferred--goods shipped on receipt of order.







See those tabs

They turn up between neck band of shirt and collar—holds the tie firmly in place.

Sword's "Stand Pat" Dress Tie

Made from fine cord and figured Piques, round or square ends. No collar sizes required, fits any sized collar.

Boxed in Cabinets of three dozen assorted lengths or single dozen boxes.

Price:

$2.75

per doz.

Note—Mention square or round ends.

THE SWORD NECKWEAR COMPANY, Ltd.

TORONTO

CLOTHING FOR MEN AND BOYS

Browns will remain dominant for next fall suitings, but greys are becoming of more importance in the market—Blues are keepinga strong hold—Rough effect in overcoats will likely be continued.

WHAT colors and styles will predominate a year hence in men's clothing, are very important points of speculation at the present time. The trend of suitings for next Spring is now pretty well a decided question, but the buyer is endeavoring to secure an inkling into what can be expected for Fall, 1913.

The question as far as patterns and colors are concerned will shortly be answered, or at least decided with a fair degree of assuredness. Buyers for many Canadian clothing houses are now in England or on the way, to inspect the offerings for next Fall, and make their selections. Advance samples of next Fall's goods will also shortly be set before buyers here.

While it may take the advance samples to decide with any marked degree of accuracy what may be expected, apparently browns will predominate again, although in some quarters, greys are expected to be quite an increasingly important color. However, browns which have been a favorite for some time now, are expected to maintain their hold for at least another season. As yet, there is nothing to indicate what particular shades will be given prominence in next Fall's goods. It is anticipated that they will be much the same in tint as for Spring, naturally, however, with a tendency to darker grounds.

ROUGH EFFECT IN OVERCOATS.

There is nothing at present to indicate any marked change in overcoatings. The same rough effect is expected to continue. There is a feeling that more plain effects will be favored, or at least a tendency to curtail some of the loud effects that have been shown. Styles are a later consideration. In overcoats, there is, at least, not expected to be any drastic changes from that which has been favored for the past few years, which is in every way suitable to the Canadian climate and which is almost indispensable for certain purposes.

ORDERING PROCEEDING BRISKLY.

Manufacturers report that ordering for Spring is proceeding at a rate that is satisfactory to them. The clothing trade this year has started off in a manner that is quite pleasing to dealers and this always gives impetus to future ordering. In addition, Canada, and particularly the West, is in a very prosperous condition which naturally causes dealers to look forward to Spring with confidence.

Browns and greys are, of course, the predominating colors. That the former may probably lead in favor would be indicated by the fact that some clothing manufacturers state that their repeat orders have, in most instances, been for browns. These range all the way from a light fawn to a deep brown. However, in many quarters, greys appear to be gaining. Indeed, in some cases, manufacturers are complaining of the difficulty of getting greys from the mills. Quite a dominant feature is the quiet or conservative mixed patterns. In fact, mixtures are much in evidence, those with a green effect being strongly favored, the range being from a sage green up to a mid green. In some instances, colors are so introduced as to suggest a changeable or uncertain effect to the basic shade.

BLUES HAVE A STRONG HOLD.

Blues are always staple, but it would seem that they have taken on a particular strong hold. Even for the present season some clothing manufacturers report this to be the case, and the fact that blues are in some instances rather difficult to get from the mills, would indicate that the same strengthening demand for blues is general. Following a certain line of reasoning, this seems only a natural course. For some time certain colors have held sway, bordering it would appear on almost permanency, and blues afford a change from these. Thus, the reason for them is exceptionally strong.

Wingham, Ont.—S. Robins has sold his men's furnishings store.

Hull, Que.—Mrs. Wm. McEwan, dry goods and millinery, has been succeeded by Sarah Jane McEwan.

H. E. Twining, of Montreal, Canadian manager for Clarence Whitman & Co., New York, manufacturers of Soiesette and Flaxon, has returned from an extended trip to England. While there he opened an office in Manchester, to be used as a distributing centre for England.

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - ONTARIO

Official Stock Records Are Adopted

Committees representing six of the "middle west" States get together and draft forms for use of clothiers, in middle-sized and small cities and towns — Records are found invaluable for future reference.

A SHORT time ago committees, representing the Clothiers' Associations of six of the states in that progressive part of the union known as the "Middle West," met together and adopted three stock records.

The needs for standard records has been generally felt. In approaching the question, the committees felt that it would be advisable to draw up a system particularly adaptable to the retail clothier in the medium-sized and small cities and towns. The larger merchant, it was felt, had a system of his own, but the smaller retailer, as a class, had not been keeping records as systematically or closely as he should. Accordingly, the forms were drawn up from that viewpoint.

The three illustrations reproduced show the form of sleeve ticket adopted, a page from the permanent stock record book, and the daily stock and sales record. This record was duly copyrighted in the name of the Iowa Retail Clothiers' Association, as it was the only state organization represented at the meeting which had been incorporated.

THE STOCK RECORD FORM.

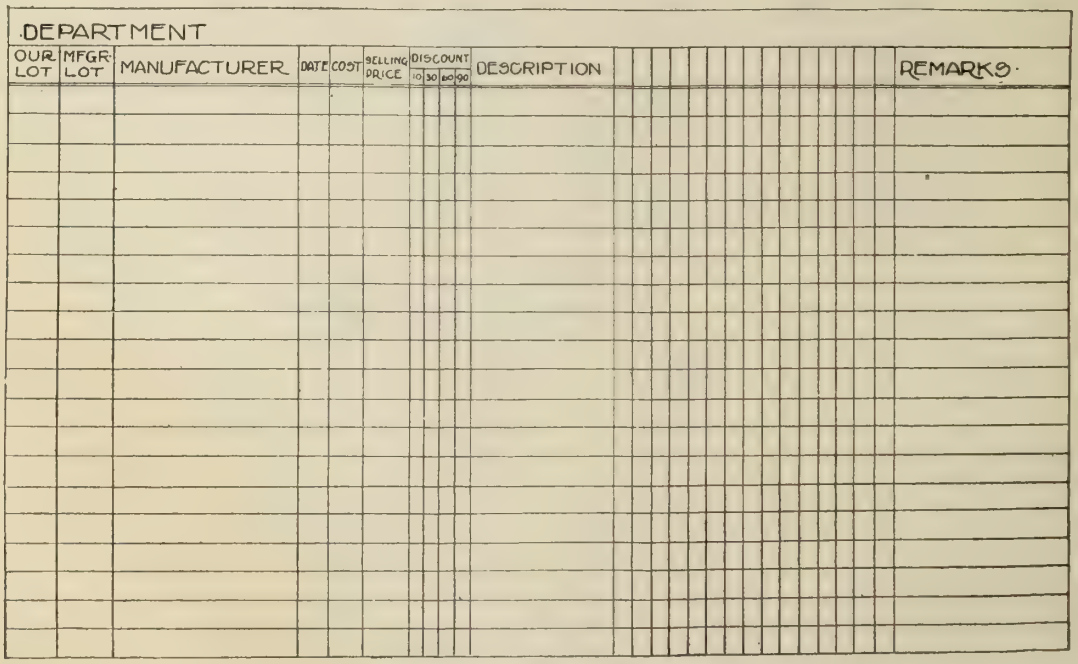
In the stock record form, spaces for sizes have been purposely left blank, so that the same form can be used for all kinds of clothing. Two lots, it will be observed, can be entered on one form.

The ruled spaces at the top, after the words "Ordered" and "Date," are to be used in entering the various sizes of the suits at the time the order for the lot is given, one line being drawn to indicate each suit after the sizes have been entered at the top of the columns. As soon as the reference swatch is received it is pasted in the space marked at the left of the form.

ONE LINE FOR EACH SUIT.

As the goods are received each size and suit is checked off in the upper squares and entered in the ruled spaces below at the right of the swatch. One line is allotted to each suit. If there are two, three or more suits of one size they should each be entered on a separate line, just as if they were of different sizes. The form has space for entering 15 suits to a lot, and if this is not sufficient the record can be extended down into the lower form on the same page.

Each suit is given a line on the form, so that the record of salesman, customer's name, address, cost of alterations, etc., can be kept in the spaces at the right when the suit is sold and checked off. This information is entered by the salesman on the blank spaces provided on the sleeve ticket. The sleeve tickets are all turned in at the office, and either at night or the first thing in the morning the information is entered on the daily sales record form.



The permanent stock record.

OUR LOT	FROM		COST		SELLING PRICE
MFG'R LOT	ORDERED	DATE	MODEL	STYLE R S ExS LS SL STUB YM	REMARKS
SEASON YEAR					

SWATCH

CUSTOMER'S NAME	ADDRESS	OCCUPATION	DATE SOLD	SALES MAN	ALTERATIONS	ALTER COST	REDUCED	

OUR LOT	FROM		COST		SELLING PRICE
MFG'R LOT	ORDERED	DATE	MODEL	STYLE R S ExS LS SL STUB YM	REMARKS
SEASON YEAR					

SWATCH

CUSTOMER'S NAME	ADDRESS	OCCUPATION	DATE SOLD	SALES MAN	ALTERATIONS	ALTER COST	REDUCED	

The daily stock and sales record. Designed and endorsed by the Interstate Committee of Retail Clothiers' Association.

—Copyright, 1912, Iowa Retail Clothiers' Association.

In the upper right corner of the form, under the space for entering cost, will be found spaces for marking the name of the model and checking the style, the abbreviations standing for "regular, stout, extra stout, long stout, slim, stub and young men's."

The idea of keeping a record of each suit, customer's name and address was considered a very valuable feature of the form by a number of the clothiers who were present at the interstate committee meeting.

Salmon Arm, B.C.—F. Slough, late of Merritt, is opening a gent's furnishing store here.

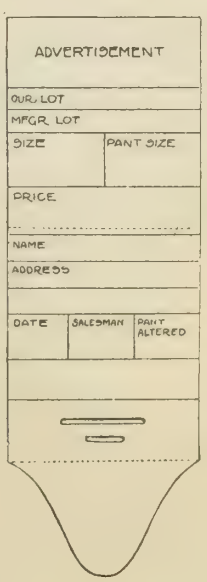
Provost, Ata.—R. C. Taylor has sold his men's furnishings store to G. L. Hamilton & Co.

Battleford, Sask.—M. McLarnon, late of Ottawa, is opening a gent's furnishing store here.

Wallaceburg, Ont.—Geo. J. Weber is opening a clothing store in the Geo. Taylor block.

Brandon, Man.—W. H. Ball & Co. have succeeded McWhirter & Ball in the men's furnishings business.

Brandon, Man.—The Peabody Overall Co., of Walkerville, Ont., have started manufacturing here.



The sleeve ticket.

Making Plans for the Christmas Trade

Men's Wear Dealer is getting an increasingly large share of the holiday business—Campaign should be started early—A suggestion for a front canopy—Window display suggestions.

THE men's wear dealer has always commanded a big share of the Christmas trade. Of late years his share has been growing rapidly, due to two causes. The first is the very notable improvement in his methods of merchandising and the still more notable widening of the lines he carries. The introduction of attractive novelties has placed him in a position to appeal more directly and more successfully for Christmas trade.

The second cause is found in the tendency now shown to give useful gifts. Men have come to appreciate a gift which they find useful; and the fact that they appreciate that kind has become pretty generally recognized. Every man finds, in the assortment of gifts that he receives, articles which have been purchased from the furnishings stores.

The demand is two-fold. Not only is it possible to sell staple lines to gift purchasers, but the call is very heavy for novelty lines and specialties. Dealers have recognized this trend and are stocking novelties more each year. A brief remuneration of the lines which will be found "best sellers" will be of interest.

NOVELTIES FOR CHRISTMAS TRADE.

In the first place, there are an infinite variety of smoking novelties and supplies. Such goods as tobacco pouches, ash trays, cigarette holders and cases are all lines which are in big demand and which can be handled with profit by men's wear dealers. Carrying the idea further, a splendid trade is always done in smoking jackets. In fact, while every man who is addicted to the smoke habit probably possesses the smaller necessities of the smoker, there are comparatively few who have ever enjoyed the lazy luxury of a smoking jacket. To the puzzled wife or sister, who cannot think of what to give, the smoking jacket will prove a suggestion of value. In passing,, it may be pointed out that a window display of smoker's supplies, including jackets, will prove a real business-getter.



Fall opening or suggestive Christmas setting for representative showing of clothing and men's furnishings. Floral decoration, neat lattice and dividers to match are used with good effect. Dressed for MacLeod Co., Ltd., Prince Albert, Sask., by J. O. Carrier.

STOCKING OF NOVELTIES.

A great many dealers have hesitated about stocking such lines as smokers' supplies, card cases, brass novelties, etc., on the ground that opposition is too keen. These lines are handled by stationers and jewelers but it is not their exclusive privilege by any means. Such goods as appeal to men should be handled in man's exclusive store. Furthermore, the men's wear dealer has a better opportunity to sell them through his close connection with the men of the locality and need not fear the opposition of any other variety of store.

DEMAND FOR STAPLES.

There will, of course, be a heavy demand for staples. Pajamas, sweater coats, hats, neckties, gloves, canes and umbrellas will be in big demand. Careful study of the trend of his trade will shew the retailer what lines he can push to best advantage.

PLAN THE CAMPAIGN EARLY.

It is a first essential that the Christmas campaign should start early. One dealer states that he begins to advertise with a view to the Christmas trade by November 15, introducing the lines and styles which he knows will be big sellers during the holiday season. His Christmas display work is started by the first of December and continued through until the finish.

DECORATING THE STORE.

The store will require a holiday tone. Suitable window displays will serve to brighten up the establishment but some dealers go a step further and introduce decorative schemes for the interior. Green is the color almost exclusively used in decorative schemes.

A plan for the decoration of the outside of the store is suggested by a contemporary. The idea is to build a frame along the front of the store 10 feet wide, supporting it with cross pieces every 6 feet, the cross pieces made of strips of wood 1x2 inches. This frame is suspended from the front of the store and covered with ground pine or Christmas greens of any sort, woven into strips and tied from the outside edge to the upper piece of the frame about 18 inches apart. The result is a festive canopy extending out over the sidewalk.

This frame can be fastened to the wall by means of screw eyes in the wood and castings of the upper part of the show windows, lashing them together



Smart and suggestive cases of men's shirts and shirtings with gift accessories, in effective units. By Jerome A. Koerber, Strawbridge and Clothier, Philadelphia, U.S.A.

with light stove-pipe wire. It is found advisable to cover the ends of the frame with greens so that the canopy presents a solid appearance. The appearance can be further added to by installing small electric globes (preferably colored) at intervals of, say, two feet.

WINDOW DISPLAY PROBLEMS.

The question of introducing novelty effects into Christmas window displays is dealt with elsewhere in this issue. Many excellent suggestions will be found in the accompanying illustrations by well-known Canadian window trimmers.

FEATURING BARGAIN LINES.

The question of featuring bargain lines is a moot one. Many men's wear dealers do this while an equal number taboo it absolutely. Those who favor the idea do so on the ground that there is always a demand for cheaper grades of goods and that a splendid opportunity is thus presented of selling off left-over stock and stickers generally. The demand for such lines often comes in big bulk. Philanthropic gentlemen desire to send presents to charitable institutions and naturally they cannot afford the very best grade of goods. They will often buy a couple dozen caps or suits for an orphanage home or a supply of mufflers or mitts for the House of Refuge. By supplying this demand, the dealer can clear out any accumulation of stock which he has found difficulty in marketing in the usual way.

Those who do not follow the bargain idea, are influenced by the belief that it pays to keep up the dignity and appearance of the store. They contend that it is better to show the better lines of goods only at Christmas time. By following this plan, it is possible to make the store attractive in the extreme, the extra business accruing from this being sufficient to offset the returns from the sale of bargain lines.

INTERIOR DECORATIONS.

The decoration of the interior is largely a matter of the proper display of the goods. If the most attractive and stylish lines are shown to good advantage in the store, good results will follow in the way of Christmas sales.

Thirty-four Years of Cash.

"Some people predicted that I would last six months after applying the cash basis to my business, but I'm here yet and still taking my cash discounts," said R. E. Main, of Meaford, to the Review. Mr. Main has been in business thirty-four years and states that he was the first man to adopt "cash" in that place. He admits that it is necessary to carry a certain amount of credit in a town situated as Meaford is, but he added, "If you will give me $400 I'll turn my accounts over to you and you won't lose a cent." Mr. Main states that he is still a direct importer of certain lines and by placing reasonably well in advance has generally had good deliveries. The recent industrial troubles, however, interfered to a certain extent. The effects of last year's dock strike, he stated, were still apparent to the importer.



Hats shown with wall paper background and on adjustable stands. Floral unit in centre. The use of pedestals and cross-boards gives effective detail to each model. Gloves, canes, neat name and panel tickets complete the display.

The Christmas advts. must contain that snap necessary to suggest the store's appreciation of the event.

GOOD ADVERTISING



Extracts from an address before the Peterborough Ad Club — Advertising described as the "Capstone of the fortress of success" — The two divisions of retail advertising outlined

A COMPREHENSIVE address on various phases of advertising was delivered by J. McNicholl, of Cressman's, Limited, Peterborough, before the Ad. Club of that city at a recent meeting. Mr. McNicholl's address was a lengthy one and it will be possible to give the most interesting parts. Some extracts were as follows:

"It is no longer a question whether or not advertising pays, the problem is: 'How to make advertising pay.'

"The merchants of to-day who advertise do not do so because they are successful—rather, they are successful because of advertising. And this calls to my mind an amusing story of Mark Twain, the famous humorist: In his younger days he was editor of a Missouri newspaper. A superstitious subscriber wrote him saying that he had found a spider in his newspaper and asked him whether that was a sign for good or bad luck. The humorist wrote this answer and had it printed: 'Old Subscriber,—Finding a spider in your newspaper was neither good luck nor bad luck to you. The spider was merely looking over the paper to see which merchant is not advertising, so that he can go to that store, spin his web across the door and lead a life of undisturbed peace ever afterward.'

"I have been requested to tell something of the methods I employ in the preparation of advertising which produces results—advertising which brings the customers and makes more business—bigger and better business for the Cressman Co., the firm with which I am identified.

"Advertising is simply telling who you are, where you are and what you have to offer. We must not simply clothe our desire with 'Reasons Why' and convince the public that they really need what we have to sell. We must know our goods, know our store and know our public. Generally speaking, there are two classes of advertising for the retailer, viz.: The Bargain Ad. and "Good Goods at Good Prices.'

"There is an idea that advertising can be done without price-list work—that the new and the beautiful, the useful and practical, can be exploited in story form and a great business built up and kept growing. But let us be practical—almost every family has something of a problem in the question of making income equal outgo. It follows then that the Bargain Ad. is of great importance.

"The store that is to grow by advertising must have its advertising of many-sided interest. It must be humanly interesting.

"I do not think it wise for the average retailer—there are exceptions of course—to strictly taboo price-list work. Neither do I think it wise to advertise bargains unceasingly, for bargains are, after all, accidents of the trade, and if a firm has nothing but bargains it would imply that in that store chaos reigned supreme.

* * *

"Let us consider for a few moments 'Advertising good goods at good prices.' In this, we forget the price. Supposing at the commencement of the season we are advertising women's suits; we must talk style and quality—the way in which it is designed,

SOME BRIGHT EXTRACTS.

"Advertising is the capstone on the fortress of success."

"The more advertising we do, the more we study advertising, the more we come to regard it as the dominant factor in the retail business."

"Don't use big words. I believe the simplest language the best in advertising."

"I believe the retail merchant to-day must direct his advertising to the women of the community."

"In writing bargain copy, the first and foremost essential is honesty."

where the style originated, the workmanship which makes it retain its shape, and the splendid wearing quality of the material. If we are talking Wall Paper, we tell how it will improve the appearance of a room—how it will furnish a base for a decorative scheme—how it will improve the property and not increase the taxes. Let me say that in this class of advertising there is great scope for imagination. Michael Angelo painted the pictures of his imagination; Mozart wrote the music of his imagination, and the live Ad. man puts in a practical way in his ad. the thoughts of his imagination.

* * *

"The man may be President of the house, but the woman is the purchasing agent. Convince the woman that your goods are right and still sell them to the rest of the family. The woman studies where and what to buy—the man works to pay the bills.

"The modern department store directs about 95 per cent. of its advertising to women. A prominent department store man estimates that 60 per cent. of the purchasing of strictly men's goods is suggested or influenced by women. Take the great department stores of America, notably the John Wannamaker stores, Marshall Field, Selfridge, The Eaton Store, etc., etc. Are they not living monuments to the purchasing power of women."

Death of Jacob Ascher

Word has reached Montreal of the death in New York of one of this city's old fur traders. Jacob G. Ascher, who was born in England, came to Montreal early in life. Here he engaged in the fur trade, but found time for many outside interests. He was at one time champion chess player of Canada; was an officer of the Young Men's Benevolent Society, and helped to found the Baron de Hirsch Institute.

Twenty years ago Mr. Ascher moved to New York where he continued his activities in the fur trade being favorably known for his upright character and sound business methods. His death came suddenly at his home, 102 West Fifty-Fourth Street.

Besides a widow in New York, Mr. Ascher has relations in Montreal. H. S. G. Ascher, manufacturer's agent, is a brother; and Ascher Bros., manufacturers of furrier's accessories, are nephews.

W. A. House, president of the United Railways, which operate the street cars in Baltimore, is a far-seeing man. The women of Baltimore, it appears, have petitioned for lower steps on the trolley cars which will enable them to mount with ease, while wearing tight skirts. Mr. House has replied that the change in the cars will be made if the ladies will guarantee that their dress styles will not be changed.

Suitable Medals Sent

The medals awarded in the 1st annual contest of the Canadian Window Trimmers have been forwarded to the winners.

Instead of having a special die made, designs were chosen from a stock model, which is procured in Switzerland, and caused the delay. One side was tooled out, an enamel coat of arms set in and both sides suitably engraved with the name of the winner and class. The design and finish and quality is to be uniform each year.



Design of gold and silver medals awarded in the first annual contest classes 3, 4, 5, Canadian Window Trimmers' Association.

200 MEMBERS

SECOND YEAR OF THE C.W.T.A.

The field of usefulness of The Canadian Window Trimmers' Association is growing with the organization. Next year's program is to be of interest to window trimmers, cardwriters, advertisers and salesmen. Contests will be announced in January.

Renew your membership. Become a member now and do not wait for your fellow trimmer to ask you to join. The strength of membership is a guarantee of greater scope in window trimming and kindred professions. Send in your application.

—Be one of 200 live ones—

APPLICATION FOR MEMBERSHIP

Canadian Window Trimmers' Association

Secretary C.W.T.A.
143 University Ave., Toronto

I hereby enclose the sum of Two Dollars for membership in the Canadian Window Trimmers' Association. I am now employed by .....

have had.....year's experience as window trimmer.

Signed.....

.....

Dated..... .....



A Practical Method of Measuring

System evolved to enable one man to attend to measurements — The different measures illustrated and described.

A PRACTICAL method of taking measurements without the help of a tailor has been evolved by Geo. Harrison, 18 Boulevard Montmartre, Paris, who publishes "L'Homme Elegant." The accompanying diagrams show the various stages in this system of measurement taking.

No. 1 illustrates measuring for sack coat length, cutaway, frock coat or dress coat. The measurements to be taken are: From the collar seam to A belt; from the collar seam to B for waist seam; from the collar seam to C for sack coat length; from the collar seam to D for the cutaway coat length; from the collar seam to the desired length for frock coat, dress coat or overcoat; from the collar seam to the ground for the height of the person.

No. 2 is from middle of the back for length of sleeve. The measurements are: From the middle of the back to the arm seam for the half width of the back; from the middle of the back to the elbow point, the arm half folded; from the middle of the back continued to measure along the arm for the sleeve length.

No. 3 is for chest and waist measures. Two measures are necessary, as follows: As on the picture, measures around the chest on the vest; around the waist on the vest.

No. 4 shows the taking of width of the chest. The measurement is taken from the seam of one arm to the other. It is necessary to note physical characteristics such as straight or round back, high or low shoulder, short or long neck.

No. 5 shows: First, taking measurement (with left hand) from the middle of the back seam behind the neck to the first top button; second, the length from the middle of the back seam to the points of the vest as shown on the picture.

No. 6 shows the taking of the length of the outside seam of trousers. The measurement is taken with left hand exactly in the hollow of the right hip, measuring from the belt line to heel and shoe seam.

No. 7 shows the method of taking the inside length. The left hand touches the middle of the body and the measure is taken from there to the heel and shoe seam.

No. 8 illustrates waist, hip, thigh, knee and foot measures. The various measurements are as follows: Around the waist under the vest; around the hips; around the thigh; around the knee; around the ankle.



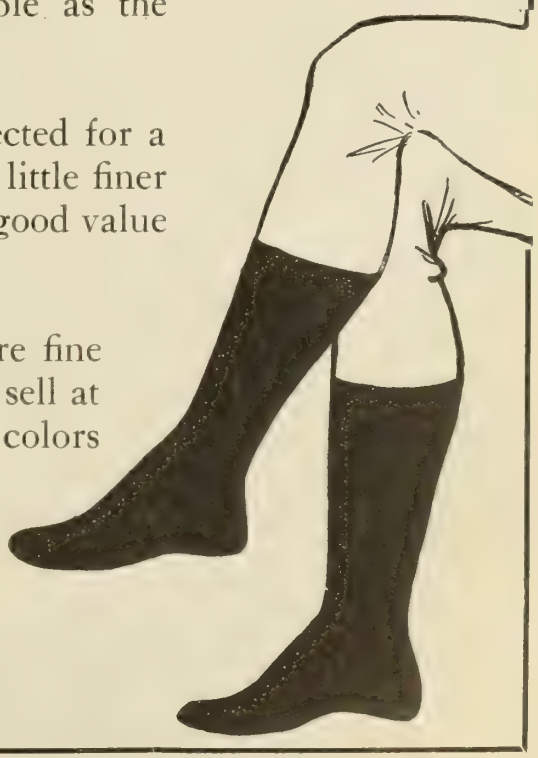
PEDESTRIAN SOX

EVER notice the tendency of the particularly well-dressed man to only pay a moderate price for his hosiery Why? Well, it looks just as good in most cases. It is honest value and it wears just as well and feels just as comfortable as the most expensive.

PEDESTRIAN is the name we have selected for a new style of half hose. This style is just a little finer quality, a little higher in price and just as good value as our celebrated "MARATHON SOX."

PEDESTRIAN AND MARATHON are fine gauge, high-grade brands of half hose that sell at the price most men pay and they come in the colors for which you will be asked.

YOUR WHOLESALE HOUSE CARRIES THESE BRANDS.



THE CHIPMAN-HOLTON KNITTING CO., LIMITED

Sole Selling Agents:
E. H. WALSH & CO.,
Head Office, Manchester Building, Toronto.

Branch Offices:
Hammond Block, Winnipeg
Coristine Building, Montreal

Resident Agents:
Vancouver, B.C.
St. John, N.B.

Manufacturers of

SUNSHINE HOSIERY

REGISTERED.

Head Office:
HAMILTON, ONT.

Mills at
HAMILTON, ONT.
WELLAND, ONT,

PARASOLS AND UMBRELLAS

Gift novelties and spring lines—Latest handles, values and improvements—Last minute gift suggestions for the christmas trade—Values at leading prices are superior to any yet seen.

NOVELTY and values in assortments of women's parasols and women's and men's umbrellas give buyers a splendid opportunity for featuring this department to the limit for Christmas. Preference—changing demand to secure "something different" according to trade—when catered to, has increased the selling advantage of this section.

Smart appearance in a tight-rolling parasol or umbrella in an exclusive box is the best of good taste in gift showings. Different manufacturers have presented their showings of handles, mountings, covers and frames or other improvements, which give this result. Some of the changes in modern frames are so simple as to cause wonder that no one thought of them sooner. Each buyer has to decide on the advantages with service in view. Style, smartness and value, as usual, rest with buyer's choice of handles, grades of cloth selected.

NOVELTY BUYING ALMOST COMPLETED.

Christmas novelty buying is almost completed some merchants also choosing Spring quantities for later delivery. In sizing up different ranges, usual conclusions are reached in judging best assortments and features for the season. Besides, this department, if properly handled, suggests the lines safe for Spring, leaving only the necessity of getting some sorting novelties for Easter.

TIGHT ROLLING EFFECTS.

Tight rolling effects are almost extreme in parasols and umbrellas. Frames fit the post, perfectly; covers hug the frame. Paragon frames with exclusive improvements, which improve the appearance, will be among the salesman's talking points. Straight post and Broadway styles are examples of this. Tips unscrew to avoid knotting covers at the apex. A small top cap overcomes any moisture on handle. Tension of frame is not changed. Adjustable or suit case models are practical and fitted with latest devices which add novelty. All these improvements are to be considered.

Selection of cloths at current prices is on a very similar basis. Silks, silk and wool glorias, guaranteed levantinas and leader cloths at special prices with or without taped borders are to the fore. Weight and color are satisfactory at leading prices.

BIG RANGE OF HANDLES.

Ranges of handles are varied in fitting price. The tendency is for conservative designs. Buyers are gradually changing their proportions in selections in accord with novelty or the attraction of price, as applied to handles. Directoire, ebony and hand-carved effects are favored novelties. Assortments at $60 to $120 dozen vary from plain, carved and simple metal mounts on ebony or natural woods to chased gold, silver and gunmetal Directoires in approved shapes. Selections from $24 to $45 dozen give particularly broad choice.

For some time values in gold, silver or gunmetal post handles have been used as a sale medium and some excellent values to cost $12, $15, $16.50, $18 and $21, for leaders at $1.39, $1.69, $1.89, $1.95 or $2.45, can be offered by retailers for holiday trade. Naturally, for this reason and general utility, customers are favoring less elaborate designs in better numbers, with more dignity and conservatism.



Selected handles from the Christmas novelty and spring range of men's umbreallas, showing simple yet effective mounts in gold, silver and oxydized —Courtesy Irving Umbrella Co., Toronto.

An endless chain of more business



Pen - Angle Closed - Crotch Combination Suits displayed in your windows will mean an endless chain of MORE BUSINESS.

Perfect-fitting and comfortable (in crotch and seat). No other line of Underwear your store can carry will take so well, and you can be sure that every sale will be followed by another. And every new customer is another link added to your endless chain of more business.

Is your Pen-Angle stock ready? If not, order NOW.

PENMANS Limited
PARIS, Canada
Underwear, Hosiery
Sweaters

Pen-Angle UNDERWEAR

Heavy handles are selling to jewelry trade, which always has a call for elaborate effects and does not consider style tendency as do dry goods buyers.

A CONSERVATIVE TREND.

Preference in handles on men's umbrellas is also changing to more conservative lines. Plain ebony, simple metal mounts or wood in convenient crooks and natural knotted wood designs make a good assortment. Horns are still fairly good in cheap numbers.

Values at leading prices are superior to any yet seen. The stock assortments shown reflect this condition. With close-fitting silk cases, a seasonable box and neat ribbon favors, Christmas sales in parasols and umbrellas give the greatest return for the holiday attention. Salesmen have a pertinent last minute gift suggestion.

New Umbrella Styles

While the umbrella during the next month or so will not be an as much needed article as far as actual use is concerned, as at certain other seasons of the year, nevertheless the volume of orders coming forward to manufacturers and wholesalers at the present time is appreciable. The reason for this lies in the Christmas trade anticipated by retailers and which is already beginning to loom up large.

The trend of demand at the present is for plain, neatly trimmed handles that have not too flashy an appearance. Ebony handles are leading in favor just now, those in neat, plain, natural wood being in good demand.

One of the newest lines is the trimmed ebonine, a black enamelled handle, that appears to be meeting with a favorable reception. Another line that is taking well is the folding suit case umbrella and demand for it is increasing rapidly. On account of folding up so as to fit into an ordinary suit case, its convenience is a very strong argument in its favor, especially to those who do much traveling. A feature with some umbrellas of this class is the interchangeable handle, allowing different varieties of handle to be used on the one cover.

Just at the moment, gold nobbed umbrellas are in special demand, in view of the approach of Xmas, as this class is especially favored for presentation purposes. The same is true of canes, which are selling quite well for the Xmas trade.

L. A. Volonsky has opened a men's wear store at Edmonton.

D Taylor has taken over the men's furnishings business of Derby Taylor & Co., at Souris, Man. Frank Kochen, the retiring partner is going into business in Assiniboia, Sask.

The Cardman's Query Column

Conducted by J. C. EDWARDS

Editor, Query Column.—I noticed a display in a smart store the other day which had apparently been arranged with great care. There was one feature, however, that did not appeal to me as advisable. The window was given over entirely to tweeds and there was such a large assortment shown that not more than a square foot of any one piece could be distinguished from the front. Then the goods had been puffed up in various shapes so that it was extremely difficult to get an accurate idea of the texture or pattern. To top it off, a show card had been placed on each piece of cloth. The cards were rather larger than the usual run of tickets for this purpose. There must have been at least fifteen of these cards in the window. The effect was rather startling. One saw little else but cards in that window. What is more, no one card "stood out" from the rest. It was a jumble, from which the eye passed without having gained any tangible impression. Is this good practice?

* * *

The fault mentioned is not by any means an uncommon one. Many window trimmers seem to have fallen into the habit of crowding their displays with too many cards. The results from this practice are decidedly negative. A show card is primarily intended to focus attention on an article and tell something about that article. It must carry its message to the person who inspects the display. To get best results from a show card, it must be given full play. It does not do to introduce too much opposition in the way of other cards, thus offsetting the effect. Ever try to follow all that was going on at a three-ring circus? If you have attempted that feat, you will appreciate the fact that you can really see more at a one-ring circus where you concentrate your attention on the one performance. At any rate, you see that one performance thoroughly and can appreciate it, whereas in the case where the attractions were so many, you saw just a little here and there. This simile bears out our point with regard to the use of too many show cards in a window.

From the description one would judge that the display in question would have been much more effective if the number of showcards had been reduced to at least half the number. It would, perhaps, have been better if a smaller sized card had been introduced. In a display of this nature, a ticket with the price of each piece would serve nicely.

"EZE"

(PRONOUNCED EASY)

SUSPENDERS

FOR XMAS

Super-quality webbing in elegant Holiday Assortment of plain, stripes or fancy colors, regular or smart narrow widths. Rustless metals, solid brass cast-offs, toughened cords. Nationally advertised, every pair guaranteed for one year.

In handsome individual Holiday boxes (as photo) $4.00 the doz.
In regular half-dozen boxes . . . . . $3.80 the doz.

OUR MAIL ORDER DEPT. CAN PICK YOU OUT A CHOICE RANGE OF FAST SELLERS. JUST SAY WHAT STYLE YOU PREFER.



Xmas "EZE" in individual fancy top boxes

Get These Facts

We pay no royalties on the sale of "EZE" Suspenders. This saving goes into your profits —look at the prices above for proof.

"EZE" Suspenders mean the best and the most for your money. You can guarantee every pair of "EZE" to give thorough satisfaction for one year. We stand behind you.

"EZE" Suspenders are advertised in leading newspapers and magazines for your benefit.



Use your name with this free cut. Make "EZE" sales at your store and "cash in" on our general advertising.

"EZE"
(PRONOUNCED EASY)
SUSPENDERS

This nifty cut free to dealers

MAIL THIS COUPON FOR INFORMATION OF FREE EXPRESS OFFER

THE KING SUSPENDER CO.

Gentlemen:—Please send me pamphlet telling about your FREE EXPRESS OFFER, and also about FREE display stand and dealer helps. M.

Name .....

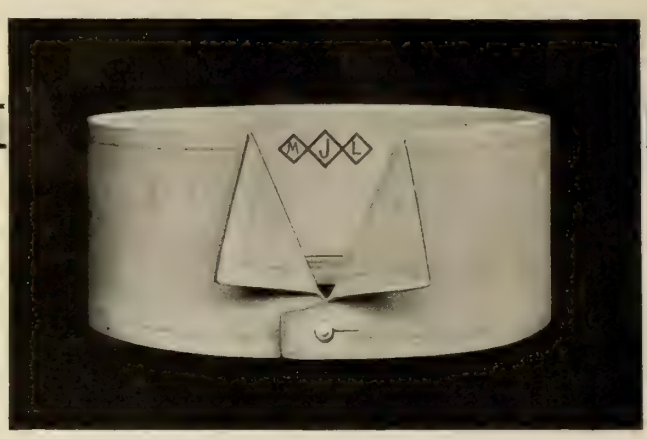
Address .....

Prov. .....

You Can Order "EZE" Suspenders from Your Jobber, Our Travellers or Direct.

The KING SUSPENDER CO., Toronto, Canada

Mfrs. of "King Quality" Suspenders and Armbands, "Morris" Pad Garters and "Champion" Suspenders



ARISTOCRAT
Front Heights: 2", 2¼", 2½"

Save the Middleman's Profit

Our Collars are now sold direct to the retailers by our own organization. They are not sold to jobbers as formerly—our customers get the full benefit of the middleman's profit saved, in increased value in the goods themselves.

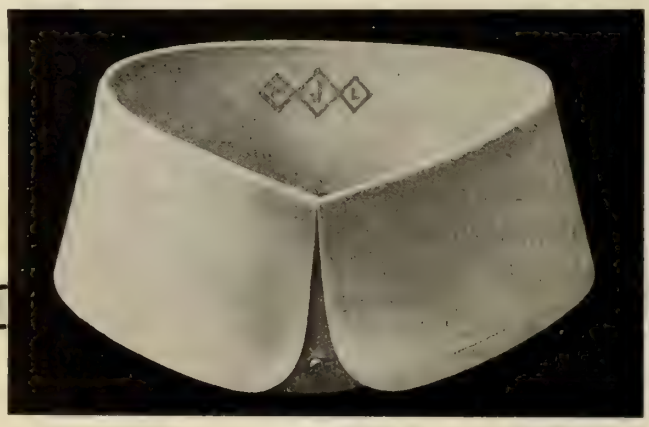
"M.J.L." Brand Austrian Collars

Two of the popular styles for fall in "M.J.L." Brand Austrian Collars, are here illustrated. These celebrated collars have a world-wide reputation for being first in style ideas and value. Our improved collars should have a place in your store. There is a big demand for goods of this quality. Catalogue showing styles and sizes sent on request.

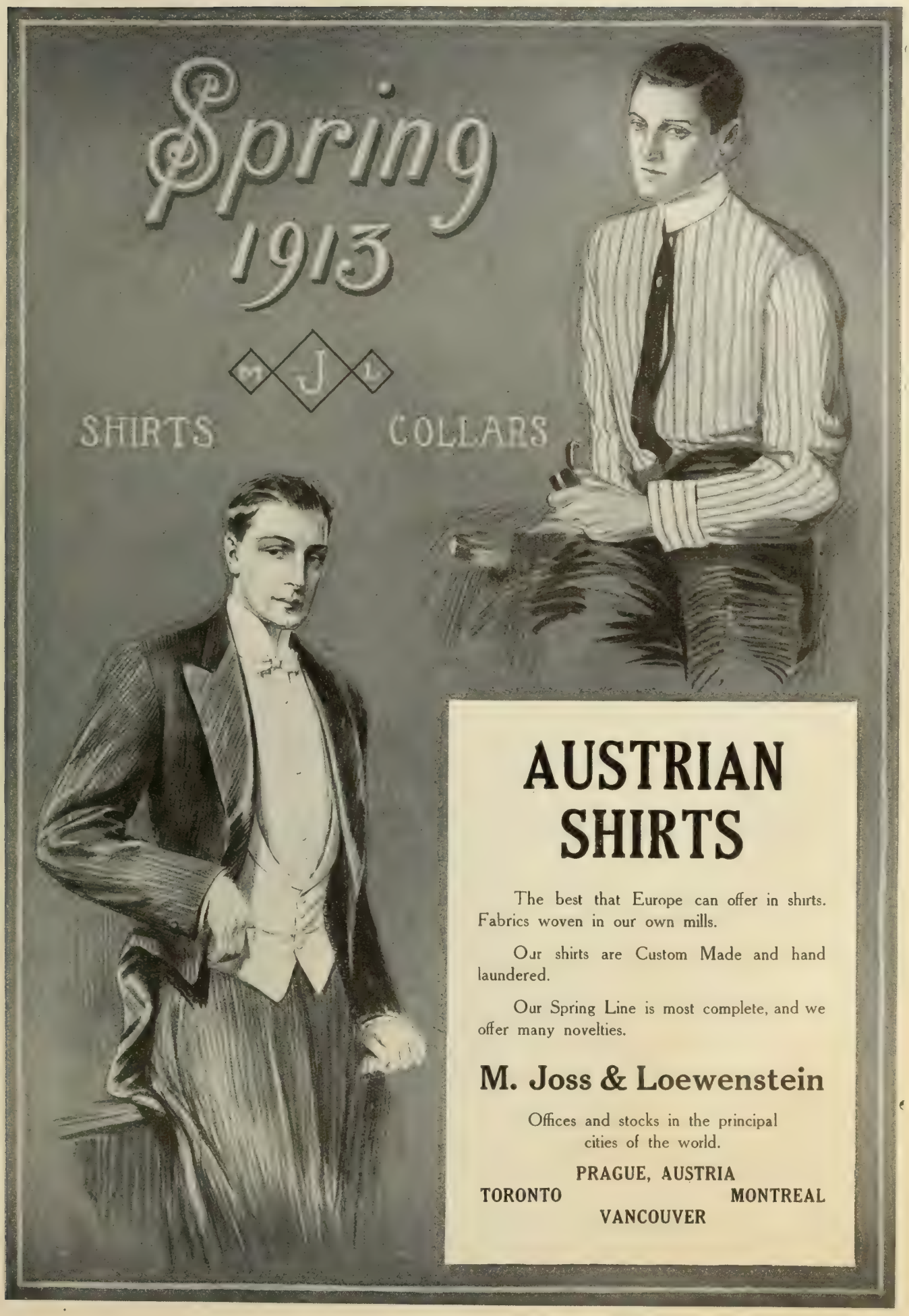
M. JOSS & LOEWENSTEIN

Complete Stocks in

TORONTO	MONTREAL	VANCOUVER
28 Wellington St. W.	59 St. Peter Street	801 Mercantile Bldg.



DORCHESTER
Front Heights: 1¾", 2¼", 2"



AUSTRIAN SHIRTS

The best that Europe can offer in shirts. Fabrics woven in our own mills.

Our shirts are Custom Made and hand laundered.

Our Spring Line is most complete, and we offer many novelties.

M. Joss & Loewenstein

Offices and stocks in the principal cities of the world.

PRAGUE, AUSTRIA
TORONTO MONTREAL
VANCOUVER

Original Effects for Christmas Displays

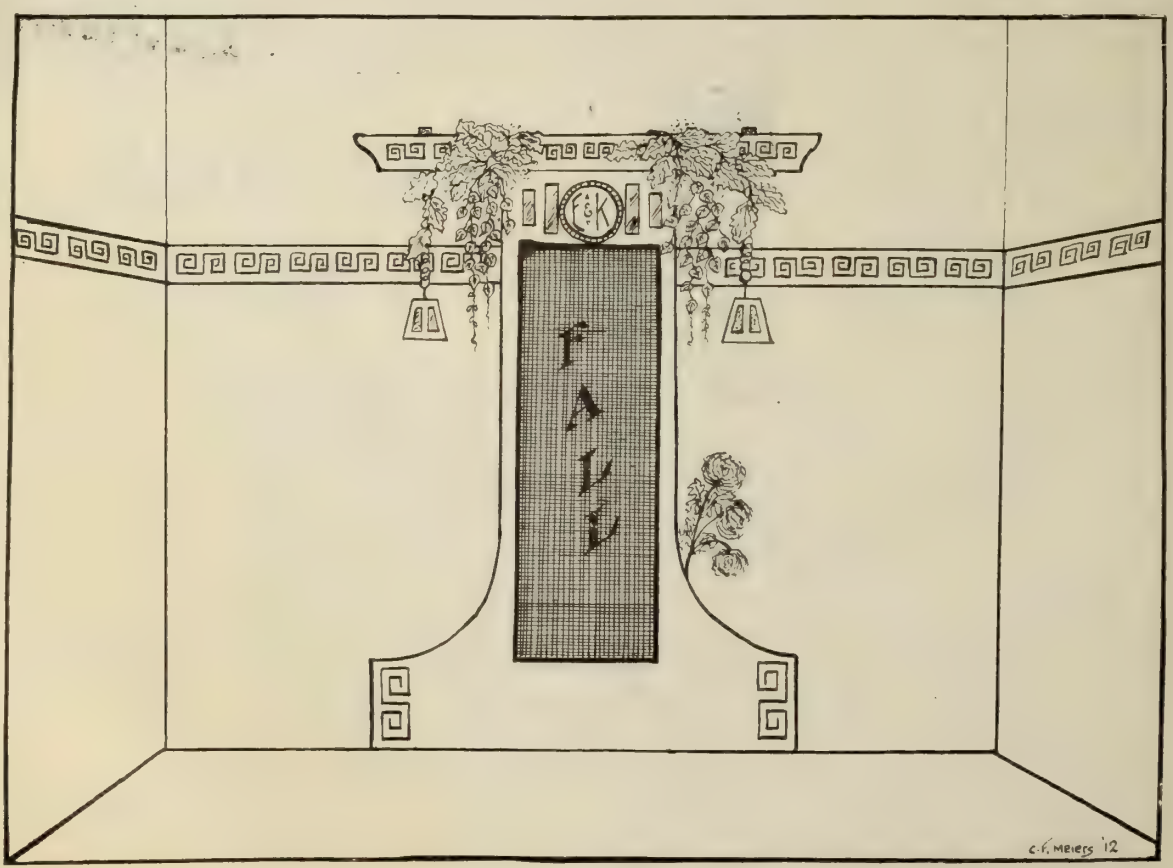
Special efforts are required at this season to make displays "stand out" — suggestion for a background which could be used to good effect — An original motion device.

THE window trimmer is always anxious to achieve exceptional results during the Christmas season. In the first place, the demand at that time is very large and there is accordingly an increased incentive. At the same time, opposition is much keener. Stores in every line of trade are brightened up for the Yuletide season. Business streets become one long succession of more or less gaily decorated and attractive store fronts and displays. To stand out from the rest, a display requires to have exceptional merit.

The problem of trimming a men's wear window does not present any distinctly different features at Christmas time than at other seasons. The decorative scheme will be varied to make the display seasonable but the general assortment of goods shown and the arrangement will follow the same lines as, say, for a Fall window. To achieve something distinctly original and at the same time distinctly redolent of the Christmas atmosphere, therefore, is a problem which presents some difficulties for the men's wear trimmer.

AN ORIGINAL BACKGROUND.

There is always a chance to secure original effects in the matter of backgrounds. The accompanying suggestion shows a background which could be used for a display of men's or children's clothing. The back frame is covered with muslin treated in a soft shade of mellotone. The centre column and pergola are made of ½-inch basswood, covered smoothly with muslin and painted with mellotone, shaded from tan at top to deep brown at bottom. Rectang wire, painted white, is used in the panel and deep red velvet is placed 4 inches behind the letters F.A.L.L. cut out of cardboard, painted gold and appliqued to the wire. The pergola top is painted in Grecian key design and the lettering and wreath are done in gold. The frieze at the top is finished in dark brown and gold maple leaves are applied. Natural prepared beech leaves in Autumn shades are placed over the top of the pergola



A suggestion for background which could be made suitable for Christmas display.

KANT KRACK

COATED LINEN

Collars



Pat. Feb. 20, 1906
" May 5, 1903
" Oct 27, 1908
" Oct. 27 1908

Style—plus Long Service Gives Satisfaction

That is what you get when you buy "KANT KRACK" coated linen collars.
"KANT KRACK" collars are up-to-date in style and the long slit back and flexible lip give them unusual wearing qualities and comfort.
These points coupled with the easy cleaning (just soap, water and sponge) have built up a demand for 'KANT KRACK' collars all over Canada.
One grade only and that the best.

The Parsons and Parsons Canadian Co.

HAMILTON -:- ONTARIO

Wreyford & Company

Toronto

Wholesale Men's Furnishers



ORDER NOW

Cold Weather Specialties

"VIATOR CAPS"

Lined or Unlined

$6.50 to $10.50

The "Talma" Cap

With Ear Protectors
in Heavy Fleece Cloths.

Made by

Tress & Co., London, Eng.

Scotch Wool Gloves

With Dome Fasteners or Knitted Wrists

ALL PRICES

Wreyford & Company

85 King Street W. Toronto



KNITTED MUFFLERS

for Immediate Delivery

FIFTY DIFFERENT LINES,

3 to 6 shades in each line, at prices ranging from **$4.00** to **$72.00** per doz.

Plain, Fancy and Accordion Knits.

Artificial Silk and Pure Silk.

Absolutely the largest range shown in Canada.

Samples sent anywhere express prepaid.

Rush your order for Xmas Sorting.

REGENT SHIRT CO., LTD.

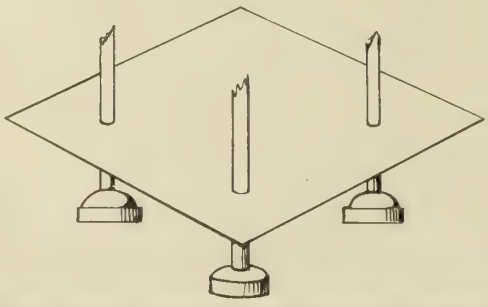
149 Notre Dame St. West, -:- MONTREAL

and chrysanthemums to match at the base of column. Frosted glass shades, in which are red lamps, are hung on each side and give a pleasing effect to the window, when lighted. Sateen is used on the floor. Tan pebbled mat board in red and gold makes a suitable card. The complete cost would be about $22.50 for each window.

This background, while designed originally for use in Fall displays, could readily be adapted for Christmas windows. The elimination of the word "Fall" and the substitution of "Merry Christmas," or some other seasonable greeting, would transform the background into a suitable one for the holiday season. Natural or frosted holly with poinsettias and bells or lanterns would make a suitable decorative setting.

A MOTION DEVICE.

A motion device serves to give an original effect in many cases. Of course, the idea of motion in connection with window displays is not new by any means. It has been tried with the best results in practically all kinds of windows.



How motion devices were operated through window floor.

A new departure in this direction has been taken by the British-American Tailoring Co., Yonge Street, Toronto. The two store windows have been trimmed with Fall tweeds. In each are placed three figures on revolving pedestals. The displays have an unmistakable effect. One stops to inspect that window no matter how preoccupied or hurried.

The motion is supplied by the simplest of devices. The pedestals run through holes in the floor and are operated by clock work. Despite the unusual size of the article turned, the mechanism has been found to work smoothly and regularly.

—⚙—

Photographing a Window

Methods to be employed to secure the best results — Night is best time for the work — How reflections can be avoided

WHEN the merchant goes to the trouble of having a photograph taken of a window display, he might as well get the best results possible. One of the troublesome features that photographers, unaccustomed to outside work, meet with is reflection. This is frequently seen in windows received by this paper. Good displays are impaired for reproduction on account of buildings and trees from across the road getting into the picture. In fact, occasionally the photographer himself, with his camera, appeared in the picture, rendering it practically useless for reproduction.

The Review would suggest to dealers who frequently have windows taken by local photographers, that they study the suggestions given below so as to be able to advise the inexperienced commercial camera man. Every town and city has good portrait photographers. That is, they take good pictures of people inside their studios. But when it comes to commercial work they are at sea with regard to some points.

SCHEDULE OF IMPORTANT POINTS.

Retailers should remember the following points:

1. To get the best possible picture of a window display it should be taken at night.

2. The light in the window should be fairly strong, Tungsten lamps being preferred. Strong gas light or an arc light are also good.

3. All lights in the window should be concealed.

4. Photographs should be taken on a calm night as a strong wind vibrates the camera which should remain absolutely steady.

5. Photographer should stand just far enough away to get in the window itself.

6. The average length of exposure for a night picture is from 10 to 25 minutes, the time depending on strength of the light in the window and the colors. Some windows, however, have to be exposed from 30 minutes to an hour, this applying more particularly to dry goods stores where dark cloths against dark background are shown.

7. Prints should be made on glossy paper as better results are secured by the engraver from this than from a dull finish. Pictures for reproduction in this paper should be about 8 inches by 10 inches in dimensions and unmounted.

ELIMINATES THE REFLECTION.

The reason why a photograph should be taken at night is obvious. It entirely prevents reflections and therefore does away with the greatest trouble. It does not matter whether people pass between the window and camera or not, although no one should be allowed to stand in front of either for any length of time. This would darken and dull a portion of the picture. A flashlight of a display at night seldom produces good results and should be avoided.

When lights are placed high up in the window, they can often be concealed by pulling down the curtain. Otherwise they should be covered so that they still shed light on the goods but that they cannot be seen by the photographer. Unless they are concealed the photograph will be blurred.

(Continued on page 88)

MARQUE DE FABRIQUE



ENREGISTRÉE

GANT PERRIN



DÉPOSÉ
PERRIN'S MAKE

WARNING

THERE are now on the market gloves which imitate the genuine PERRIN Gloves.

Every dealer knows that the object is to take advantage of the high reputation of the old established house of "PERRIN," and thus secure a sale of goods which—without the name—would be practically unsaleable.

Legal means have been taken already, in several countries, to stop any and every attempt to trade on our reputation, and the courts have sustained us in all cases.

The terms "PERRIN GLOVES"—"PERRIN'S MAKE" and our well known trade marks, are registered and cannot be used in connection with any other gloves than those procured from PERRIN FRERES & CIE.

Dealers are warned against any imitations of our gloves. Through the medium of the public press we will notify customers to be careful about the gloves they buy—to look carefully for our trade marks—and to refer to us should the occasion arise.

PERRIN FRERES & CIE.
MONTREAL

Forecast on Novelty Easter Neckwear

Christmas selling is now bulking in the minds of men's wear dealers — Early sales in Christmas novelties give an indication to January showings

THE selling of Christmas and holiday neckwear and matched sets for gift giving is the outlook for successful business for men's furnishers for the next six weeks.

Volume of Christmas novelty and Spring placing business has been so satisfactory that silks are entirely sold out or patterns withdrawn to fill immediate orders. Representative manufacturers have been well received and splendid orders booked. Some roadmen state that they could still do a fair amount of business if they could assure deliveries or if materials were available.

It is early to predict with any authority from manufacturers what novelties will appear in January in Easter novelties. Buyers are now visiting the mills and authentic information will be available within the month.

The trade at large is not interested in anything but Christmas sellers. Merchants have two options in catering to their share of the usual rush. First, combination sets packed in attractive individual boxes are featured to excellent advantage during holiday season. A different attitude is noted between exclusive furnishers and the general trade. Many merchants do not make this opportunity and depend on manufacturers packed sets rather than their own initiative in selecting stock from their own showings. Fine trade take advantage of price rather than sets in two or three pieces in individual boxes.

Gloves, ties, handkerchiefs, mufflers, hosiery, shirts and suspenders are appreciated and when given are usually better quality when chosen from stock. Both values and styles in prepared sets are all right in Christmas lines of confined manufacture, but selections do not give retailers the attractive prices which purchasers are willing to pay. Quality, style and tone are not left to the customer's taste or time in matching accessories.

Suggestion is part of the Christmas success and customers appreciate the furnisher's authority in offering a good article or combining sets because of a better knowledge of stock. Furnishers can use this confidence and can add to assortments a few high novelties. If they are grouped, values are sufficiently good in each article to pass personal selection.

Salesmen have a good introductory to sell higher price novelties. Customers have the privilege to combine if they wish, but usually decide to expend their appropriation in a good article.

On the other hand some stores are apparently successful in grouping select gifts,—which are suggested. Sizes are specified later and combinations appear to be to order and only limited by the price specified. There is a great deal more in Christmas merchandising for men's furnishers than to suggest a tie for no other reason than it proves an easy sale or a remembrance and serves the purpose of a more or less impersonal gift.

NECKWEAR LARGE END OF BUSINESS.

Selection is guided by family lines and neckwear is the large end of the business. Gift giving is usually confined to something required. If customers think of neckwear, when they can decide on nothing else, it is up to the salesmen to take advantage of the desire for something smart. And as a last resource customers can be made to think of nothing else than neckwear. A pretty box and a sprig of holly or mistletoe with a natty tie is as attractive to men's buyers as for women, who have numerous brothers, cousins, and boy friends and wish to remember them all.



Bias and bar, Roman Stripe ties, in under knot effect — Courtesy Sword Neckwear Co., Toronto

(Continued on page 88)

IMPERIAL BRAND
PURE WOOL
UNDERWEAR

We make a complete range of men's underwear, both winter and summer weights, in high grade wool and cotton. Our range includes

Men's Natural Wool
Men's Elastic Knit
Men's High Grade Imperial
Men's Double Thread
Balbriggan.

Imperial values are well known throughout Canada and are given a place in the best stocks in competition with other so called leaders.

See our splendid showing of Wool Underwear for present delivery. Big range ready for Spring.

KINGSTON HOSIERY COMPANY
KINGSTON ONTARIO

Beaver Brand for Christmas Trade
the trade of the best dressed

BEAVER BRAND

Are you planning on a big turnover of Sweater Coats during the Christmas season? You will only do the business you plan on and stock for; limit your stock and you will limit your sales.
The Christmas trade is well worth planning big for. It seldom disappoints.
We make all kinds of knit coats for men, women and children, toques, sashes, mufflers, hosiery and gloves. Also men's half hose.
Write to-day for samples.



Style No. 4675

R. M. Ballantyne, Limited
Manufacturers of the well-known "Beaver" Brand of Knitted Goods

STRATFORD - - - CANADA

TORONTO REPRESENTATIVE:
J. N. BOYD, 373 BROADVIEW AVE.

Window Cards for December Selling

Goods use should be made of cards at this season of the year — Some seasonable suggestions and how they are done — Cards with a drawing power.

(Written for The Review by Paul O'Neal)

THE month of December is given over almost exclusively to booming Christmas trade. There is no season of the year that opens up such trade possibilities. It is the one great harvest period for every merchant, no matter what his line may be. The public goes a-buying, and all kinds of merchandise is in demand. Those who do not happen to be in the toy and small goods lines must talk useful presents. Stores handling men's wear and furnishings must advertise and instruct their sales people to impress upon the people the advisability of purchasing presents that are useful and practical.

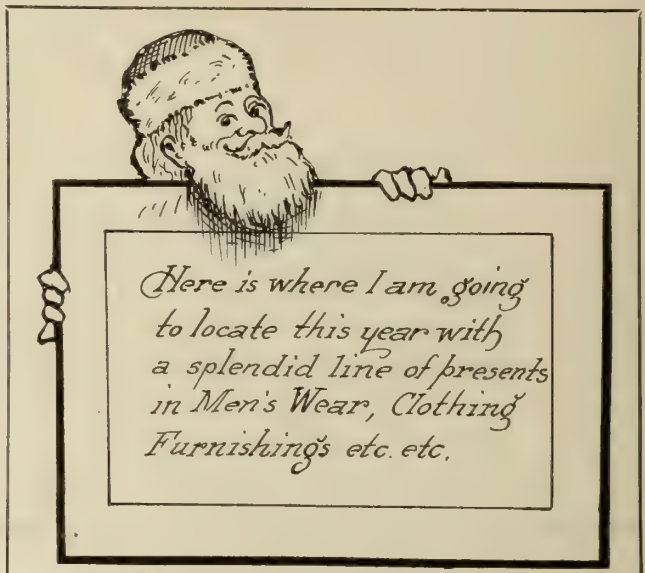
Cards can be used most advantageously both in the store and in the windows. Do not be afraid of changing them too often. They are silent salesmen that do not cost much and are very effective in results. Use plenty of price tickets. Price every article in the windows. There are merchants who object to this but the advantages are much in excess of the objections. It is important that goods used in window displays should be priced. Should the display be a line of all one-priced articles, then one large card with the price on it may be used and individual price tickets be abandoned. Should the articles be of various prices then one card may be used as a general explanation and small price tickets be used on each article.



Seasonab'e suggestions for showcards

DISPLAY GREETING CARDS.

About a week or ten days before Christmas, display your Christmas greeting cards. These should



A typcial christmas card suggestion

be used both in the store and in the windows. "The Season's Compliments," "A Joyous Christmastide," "Yuletide Greetings," are lines a little away from the ordinary "Merry Christmas," and make a pleasant change.

Those who handle men's furnishings have a wealth of offerings for the holiday trade. Even though the lines are confined to men's wear, it is astonishing how many young women buy men's hose, braces, ties, gloves, handkerchiefs, etc., for gentlemen friends for Christmas. And mothers, in addition to buying such articles as the above, buy shirts, underwear, hats, etc., for their sons. So the men's furnishing trade is one worth considering in this annual present-giving season.

DESCRIPTION OF CARD SUGGESTIONS.

We offer a few suggestions in window cards that may be helpful. The $12 top coat card is designed to use in a window where the line is all one price. It is a dark brown card, mounted on a white back, allowing enough projecting to make a good border. The lettering is all in white. The Hay's Hat card is for a mixed window of hats where price tickets must be used on each hat. The card is white and the scroll is in a subdued color of grey. The "Ties" card



Points

Button Holes do not get loose and bagged.

Shoulders do not droop.

Stylish, neat fit coat — retains shape during wear as well as a tailored coat.

Write us for a trial order

Best-Knit, Limited

Sweater Coats, Ties, Scarfs, Etc.

Brampton, Ontario

Ladies' and Men's Beaver Cloth Coats



With Rat and Sable Collars from **$10.50** up

Mitts and Gloves in all Leathers

Motor Gloves a Specialty

Galloway, Bronko and Buffalo Robes

Enquire about our indestructible Galloway Robe.

Cut of our Galloway Fur Coat. Comfortable, Dressy, Serviceable.

Write for Price List

The Delhi Manufacturing Co.

DELHI, ONTARIO



Star Brand Neckwear Novelties To Boost Christmas Sales

¶ The Christmas season, with its heavy demand for Novelty Neckwear has been planned on by us in the preparation of the most complete range of novelties we have ever shown.

¶ Every number is a real, live novelty, and is sure to bring business to your door and to increase your possibilities of a record Christmas trade this season.

¶ Write to-day for samples and secure your Christmas stock now. Sort up your shirt, underwear and hosiery stocks.

VanAllen Company, Limited

HAMILTON

is brown with an opening cut in it and a white card pasted on the back. The lettering on the white card is in black and on the dark card in white. It will be necessary to use price tickets with this card. The Santa Claus card is done on a white card and the head and figure cut around, leaving the head to ap-



Ideas for small cards

pear above and behind the card. The cap has a red top and the beard and hair are white. The face is flesh color although this does not come out in the reproduction. The lettering is in dark brown, in harmony with the cap. This makes a seasonable and attractive card. If you enlarge upon these suggestions you will reap a benefit in dollars and cents.

Forecast on Novelty Easter Neckwear

(Concluded from page 84)

PROBABLE JANUARY SHOWINGS.

This season's selections and early sales on Christmas novelties give an indication to January showings. The height of the season's selling has been on border ends, bias stripes, a few Paisleys and brocades with a feeling for panel with neat contrasting color. Panel stripes are shown in exclusive stores and suggest a good representation of real novelty lines, as they promise to claim greater recognition. Early ranges were divided half plain and half shot in effects. Variety of patterns in neckwear are so broad as to suggest that almost all kinds of silks are to be good. Border ends will be good with neat patterns the feature. The feeling for brocades and the sprinkling in Christmas showings may be a forerunner of greater demand for allover or larger effects, which may prove the rule for novelty in later business.

It is a question about brighter colors and larger ties than present shapes. At present some of the colors and shades are particularly bright and many of the combinations are almost impossible in contrast to effect this brilliant effect. Merchants are likely to be influenced by good taste. While patterns are neat and small, the contrast is sufficiently marked because present styles do not call for a large tie. Fancies which lend themselves to a neat knot have the approval of exclusive shops. It is doubtful if the trade is ready for anything else at the present.

Men's clothing styles are expected to exert a still greater influence in colors, styles and the size of the tie. With the prevailing style of collar and high cut vests, the tie is not prominent enough in effect; with wing collars the tendency will be larger ties in contrasting colors and larger shape. For these reasons some changes may be noted. This is a prediction in favor of brocades and more marked designs on this order to give more prominence both to tie and pattern, which seems feasible to good dressers. Panel stripes will feel the effect in added color.

Price may offset this development but larger ties are in the merchant's interest because of better retail prices and exclusiveness. Manufacturers are confined by price limits to obtain better profits for furnishers, but larger ties are a means of raising the price limit to provide better margins.

Photographing a Window

(Concluded from page 82)

HOW DETAIL IS OFTEN LOST.

Some photographers stand too far away from the window to get the detail of the arrangement. When reproduced these become useless in the matter of ideas for others. If the sidewalk is fairly wide the man with the camera can stand on the edge of it. It should be distinctly remembered that a window is of little use unless the arrangement is obvious when it is reproduced in the paper.

Commercial photographers advise a "fast" plate for a window photograph taken at night. This is preferable to a "slow" one because the length of time of exposure is lessened.

THE DAYLIGHT PHOTOGRAPH.

There are occasions when a photograph has to be taken during the day time—particularly in smaller places where artificial light is poor—and a few elementary principles should be always recognized in such cases.

One is that the reflections are worse when the sun is not shining on the window. It is therefore desirable that the picture be taken in strong sunlight with the sun's ray's directly on the window to be taken. This kills the reflections and results are usually pretty good. Time length of exposure in daylight is, of course, greatly reduced in comparison to a night photograph with artificial light. One second is probably the limit.

Delay is Not Always Dangerous



Our travellers are now on the road with a full line for Spring, 1913, of the famous

"DEACON" SHIRTS

It will pay you well to delay purchasing your stock of Men's and Boys' Outing and Working Shirts till you have inspected our samples—the most extensive range on the market.

We are featuring shirts with separate lounge and reversible collars, and the demand for them promises to be greater than ever. See our exclusive styles and materials before ordering.

The "Deacon" Label is your guarantee of workmanship and quality.

THE DEACON SHIRT CO., - Belleville, Ontario



Convenience

That's the strong selling point which makes such a favorite of

CHALLENGE COLLARS

They are durable, easily cleaned, long wearing, and styles are always up to the minute. Our Rubber Brand at $1.80 dozen, and our Pyralin Brand, at $1.50 dozen, are unsurpassed for quality and finish. All wholesale houses.

WRITE FOR SAMPLES.

The Arlington Company of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



Meeting Mistakes In Advertised Prices

Should the published price or the correct figure be asked? — Merchants contribute opinions on this problem — Fixing the responsibility for mistakes.

THE question asked in the last issue of the Review dealt with the problem of wrong prices appearing in advertisements. It will be well to recapitulate the problem. A merchant sent in an advt. containing a feature at a certain price. When the advt. appeared, however, the price was wrong—figures had somehow become twisted, so that, according to the advt., the article was offered at fifty-seven cents lower than was intended.

The questions which the merchant would like to have discussed by other retailers are:

> Would you continue the sale at the published price, or would you make an explanation and sell at the intended price? Would you hold the publisher responsible for the mistake? How many proofs of your advt. do you insist on seeing before publication?

From the replies received, it is quite apparent that considerable difference of opinion exists. Some advocate bearing the loss entailed by the appearance of the wrong figure, rather than to incur the ill-will of customers. Others take the stand that it would be a bad precedent and state that under such circumstances they have refused to sell at the incorrectly published price, trusting to the common sense of customers to prevent them taking umbrage. It seems quite apparent, however, that the general opinion is in favor of meeting the advertised price. This is conceded to be a sound principle and, although its application may sometimes mean losses, there are many ways of turning the situation to good account.

A CASE OF COMPROMISE.

One dealer explains the steps that he took in a case of this kind, his procedure being somewhat in the nature of a compromise. The proper price was 17 cents and, on subsequent reference, it was found that the figure had been marked clearly and unmistakably on the copy sent to the newspaper office. A proof was submitted and the advertiser found the price set as 7 cents. He corrected it and sent it back to the office with a request for a revise. The revised proof was submitted but the price was still wrong. The advertiser called up the manager of the newspaper and explained the matter to him, requesting that he personally see to the correction. The advertisement appeared, despite all these precautions, with the price marked 7 cents. It was found on investigation that the correction had been made but that the figure 1 had dropped out while the form was being taken to the press. This did not lessen the liability of the publisher, in the opinion of the advertiser, but he decided not to press his claim. Instead he instructed his card writer to prepare a card explaining the mistake and giving the intended price. This was placed in the department where the goods were shown.

* * *

At Published Price

William G. Brown, Cowansville, Quebec, takes the view that the sale should be continued at the published price. He says:

"I would continue sale at published price; to do otherwise would be detrimental to the best interests of the business and would shake confidence in future advertisements. Confidence is one of the greatest essentials to successful business. A good rule is to avoid explanations. They spell weakness and the public do not take kindly to them.

"I would hold the publisher responsible for the mistakes and have it so understood at time of making contract.

"I consider it necessary to have at least a proof and a revised proof of the advertisement before publication."

This letter makes some good points. Explanations are not always accepted in good grace by customers, particularly if the matter involves the payment of a price considerably higher than they had been led to expect.

The point made by Mr. Brown that he considers it necessary to have a proof and a revise is an excellent one. Under ordinary circumstances this procedure precludes the possibility of mistakes occurring.

* * *

Unwise to Recall

J. M. Devine, St. John's, Newfoundland, writes:

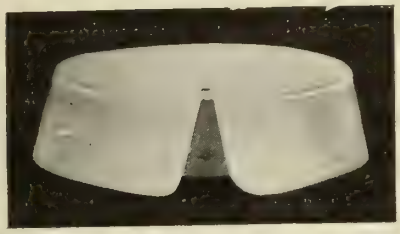
"In my opinion, to recall would be a very unwise policy in a case of this kind. Let us reason it out:

"The buying public are prone to look upon any coddling with an advertisement in the way of an explanation with much disfavor. They invariably assume that, when specified figures appear in print for certain articles, they are permanent and will remain so until advertisement is removed. If the time-honored slogan that a 'satisfied customer is the best advertisement' holds good, we feel safe in asserting that a disappointed customer is without doubt the worst advertisement.

"And the disappointment in this case is intensified by the fact that the reader is told, after approach-

S-D-Collars

S. D. Collars Have Reached the Point of Perfection



They look like linen, but are without the disadvantages of linen. They require no laundering for they can be cleaned in one minute with a wet sponge. No rubber odor or breaking like rubber collars. They are perfect water proof linen collars, nothing more or nothing less.

Linolo (Interlined)	**at**	**$2.00 List**
Lima "	"	**1.50** "
Peerless	"	**1.25** "

Made in linen, gloss and dull finish. Sizes, 12-18.

Write for catalog and discounts to-day.

The SMITH-D'ENTREMONT CO., Limited

1475-77 QUEEN STREET WEST, TORONTO



The Jackson Bloomer For Boys

Dealers who handle "Jackson Bloomers" are steadily building up trade in their Boys' Clothing Departments.

Jackson Bloomers are stylishly and neatly made, therefore they please the boys, and because they are WELL MADE (thus ensuring long wear), they please the mothers.

Put your Boys' Clothing business on a sound basis by stocking "Lion Brand" clothing. If you don't already know this line, write for samples and prices.

The Jackson Mfg. Co., Clinton

FACTORIES:

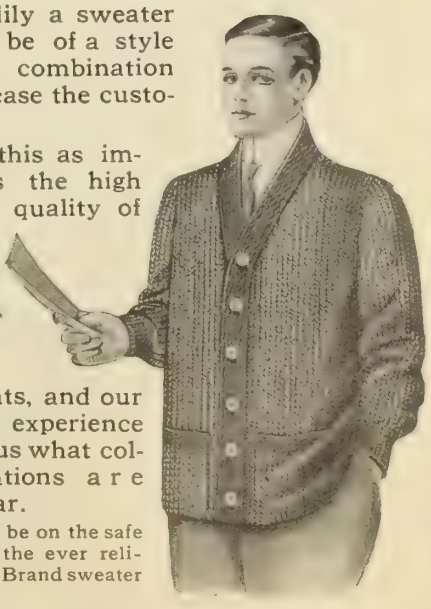
CLINTON GODERICH and EXETER

Styles and Colors That Please

To sell readily a sweater coat must be of a style and color combination that will please the customers.

We make this as imperative as the high standard of quality of the famous

Dominion Brand



sweater coats, and our many years experience has taught us what color combinations are most popular.

You had better be on the safe side and stock the ever reliable Dominion Brand sweater coat this Fall.

WRITE FOR SAMPLES

A. BURRITT & COMPANY

DOMINION MILLS

MITCHELL -:- -:- ONTARIO

ing the store and asking for goods at figures advertised, that what the paper said was false, not correct —that such was not meant.

To sum up then, we condense our opinion in the following sentences:

(1) That the goods should be sold at advertised prices.

(2) That if the loss was a serious one, more than the article could bear, change the advertisement immediately, provided proof had not been read.

(3) That,if proof had been furnished to store and corrected, the publisher should stand the loss of advertiser.

(4) At least two proofs are necessary to assure accuracy, particularly when the advertisement is a half or full page and one charged with special ammunition."

This is a straight, out-from-the-shoulder statement which is well worth consideration. The writer has placed his finger on the most vital point of the controversy—the danger of destroying confidence in the reliability of the store advertising.

* * *

A Matter of Precedent

The other side of the question is espoused by a dealer who bases his objection on the ground of precedent. He says:

"It depends upon the nature of the mistake. If it is a matter of a few cents only, it is probably just as well to make no effort to rectify the mistake but to sell at the advertised price. Even this rule should not be too elastic. On sales the price is often cut just as low as one can safely go and then to be forced to sacrifice still further, to make good a printer's error, will often mean an actual loss.

"If the mistake represents a large cut, I feel that it is not safe to live up to the price. If the article is one for which there is a more or less steady demand, to allow the wrong price to go is misleading. Supposing it was intended to sell the article for a special price of 39 cents and the printer makes it 29, the merchant letting the stock go at the latter price. Next time a customer asks for this article and is told that it costs 45 cents, the customer will not understand the discrepancy. 'I got one here some time ago for 29 cents,' he will say. The salesman then has to go ahead and explain all about that old mistake. It may sound like a mere excuse, to the customer, for asking an exorbitant price.

"One may well ask the question, 'Is it not better in the first place to ask the right price and explain why than to sell at a misleading price and be kept explaining afterward? Is the one method more likely to create ill-will than the last named?'

"Precedent is a dangerous thing, especially price precedent."

While there is undoubtedly good reason to fear explanations afterward, the merchant can always advance the reason that the low price was a "leader," that it was away below cost and was offered for the sole purpose of attracting trade to the store. This explanation will be accepted and it will impress on the customer the advisability of watching the store ads. in future for more "snaps" of that kind.

* * *

If Marked Too High

The replies and suggestions quoted presuppose one thing, viz., that the price is wrongly quoted in a downward direction. Suppose that it were the other way around, that the price was marked too high? What then?

None of the replies received took up this contingency but it is quite as likely to occur as the other. Merchants who have been approached on the subject seem to agree that a mistake of this kind is, on the whole, more dangerous than the other variety. It not only kills the sale for the time being but it is likely to make people think the store is charging high prices.

One merchant states that he had a mistake of this nature occur with the result that what had promised to be a popular sale was nipped in the bud. The line offered was a seasonable one and a brisk seller, so, when customers failed to put in an appearance the following day he reached the conclusion that people had been sufficient judges of value to perceive that the price quoted was too high. To correct the impression thus created of the values he was offering, he inserted a prominent notice in the paper next day, calling attention to the mistake. This course is a wise one to follow in such case.

* * *

Is Publisher Responsible

One consideration is left. Is the publisher responsible? It is impossible to give any hard-and-fast opinion on this point, as circumstances materially alter cases. The best way to fix responsibility is to have a definite routine in the matter of proofs, etc. If the publisher sends proofs and revises of every ad. and the merchant carefully reads his copy over, there is little prospect of msitakes cropping up. In case something does happen, it is always possible to trace the mistake and fix the blame.

It is well to have your advertising contract cover this point.

TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

UNDERWEAR

Window Dressing

is one of the most important silent salesmen a merchant can have.
With very little effort windows can be made very attractive and so strong as to compel passers-by to stop and look—and then come into your store and buy.
This is particularly the case if the windows are dressed with advertised goods.
For instance, **if you dress your windows now with**

CEETEE UNDERWEAR

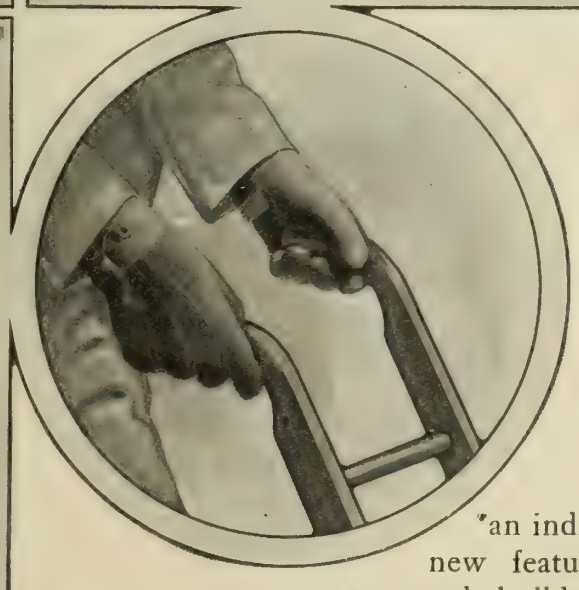
While our heavy advertising campaign is attracting the attention of the public all over Canada, it will connect your store directly with the advertising and bring people into your store with their minds made up to buy CEETEE UNDERWEAR.
Dress your windows with CEETEE now and note your increased sales.

THE C. TURNBULL CO. OF GALT, LIMITED

GALT **Manufacturers** **ONTARIO**

Also manufacturers of Turnbull's high class ribbed underwear for ladies and children, Turnbull's "M" Bands for infants, and CEETEE Shaker Knit Sweater Coats.

611



New Features

The Universal demand for "Asbestol," Eisendrath's Celebrated Gloves and Mittens, was built as a result of a careful study of what was needed by the trade at large. Every number in the entire line is made to fit an individual need. The line is also characterized by new features—"Specialties" which are brought out as trade builders.

"Asbestol" Gloves and Mittens stand the effects of steam, heat and water. It's a good line for you to know—a dependable line for your trade. Your jobber has the stock and will be glad to supply you.

ASK FOR A COPY OF OUR NEW CATALOGUE.

Eisendrath Glove Company :: Chicago

Good Arrangement in Small Windows



TWO neat groupings in small space, showing neglige shirts, hand crochet ties, hosiery, handkerchiefs and canes in effective layout. Simple stands are used. Each garment is prominent, and the arrangement is sufficiently neglige and seasonable as to appeal to prospective customers. Each suggestion is correct in detail of advance style, and good taste, so essential to careful and well informed dressers. The grouping enhances the merits of the goods displayed from their selling standpoint.

Ask Your Wholesaler For "WESTFIELD"

SCOTCH KNITTED WOOLLEN WAISTCOATS

¶ You are losing business this Season if you have not a stock of these in your store. Most wholesale houses are carrying the "WESTFIELD" lines, and there will be no excuse for not getting your share of profits next Season arising out of the great popularity of this attractive and serviceable garment.

Make Sure it is The "WESTFIELD" Brand You Buy---It is admittedly THE line for:---

FIT
STYLE
ELEGANCE

SELLING AGENTS TO THE WHOLESALE ONLY

SEWARD BROS.

251 St. James Street
Montreal

:-:

Phone Main
4179

SHIRTS, COLLARS AND CUFFS

Shirt sales, placing orders and confidence the feature — Some buying conditions evident in Spring selection — Quantity buying later with early orders covering stock requirements — Values and styles with departmental conditions

COMPLAINTS are heard in some quarters that shirt placing for Spring 1913 is not as good as a year ago. Suggestions for a change in retail methods are heard. However, the volume of business is fairly satisfactory and manufacturers are busy preparing for April shipment. A general trend is felt that merchants are disposed to buy later and watch closer for any novelties in cloths and patterns. Others are satisfied to wait until after stock-taking and divide their orders, hoping to gain any advantages that appeal in comparing ranges.

The season of Summer shirts is getting longer, with sales on negligees increasing in ratio to starched cuff makes or pleated styles. Samples showing in March for Fall, combined with the demand for double cuff negligees and clearance of factory lots in July give merchants an advantage, which is not conducive to early buying. Four sample ranges instead of two meet the requirements of the trade. Novelties shown for repeats help to tone up stock. Success indicates that merchants are applying the merchandising idea with better result than heretofore. Buyers can usually get enough shirts.

There is no limit to the quantity of shirts which merchants can sell during the periodical shirt sales, provided values and advertising in promoting them are skillfully handled. Buyers are therefore preparing with greater foresight and placing fair lots for early shipment. This leaves an opening to handle quantities. Stock is kept fairly representative of the season's novelties and staple assortments; and buyers are expecting to be approached or to use their orders to secure values for their shirt sales. Quantities are growing, as confidence in results is more apparent.

Placing orders is no longer an indication of merchant's turnover and his confidence in choosing a representative novelty showing is not relative to actual sales for the coming season.

Another buying change is noted protecting sales in the collar department. All negligee shirts over $12 dozen are ordered with bands instead of soft collars. This means increased collar sales four to one. Men usually buy three collars for 50 cents and do not have the one on the shirt to wear out in the meantime. Novelties in stocks in the collar department add tone for a short time during the Summer season when exclusive novelties are featured.

No departures are seen in the different ranges, cloths, patterns or values from the opening showings. Madras, Soiesettes, percales, zephyrs and prints, with a preference for mercerized plain or self-embroidered cloths, white, tans, soft blues and grays and stripes in the heavier fabrics cover the average ranges. French double cuff styles and starched cuffs are proportionate to price and material. Stripes are good in plain and pleated bosom shirts and the use of single, double and three-line combinations are effective. Finer stripes are preferred but sufficient color is required to give contrast and some smart stripes in two colors are taking well at the different prices quoted.

Ranges of patterns in sample books and quoted at $9 dozen are immense. Numerous stripes in white with blue, tan and black make up a choice assortment to the dozen. Better values of course run more to fancies but a buyer's option at $10.50 and values at $12 in the same neat and effective designs and colorings in the same cloths, but either pleated or soft front styles in finer percales give variety to shirt stocks that improves last year's showings.

In better values selection is limited by novelty or extent of trade but early orders show that furnishers are toning up stocks with some natty lines. Merchants select values at $15 and $16.50 dozen, which easily bring $2 each and a right profit.

New Ideas in Skin-Lined Coats

Though prices of sheep skins have advanced, it is not likely that there will be a corresponding advance in sheep skin lined coats this year. The manufacturers, fortunately, bought at a favorable market, and they are thus enabled to manufacture the coats as cheaply as ever.

Some improvements in this line have been made, as the trade will see when the travellers start out about the first of the year. One company, for instance, has added a patent wind shield to their model. This shield not only keeps the neck tight, preventing the throat getting cold, but rising to the tip of the chin it gives protection and friction enough to prevent freezing there.

Gift Boxes For Christmas

YOUR Customers Want Them

The best of their kind—fresh, attractive goods that will show you a profit and sell.

Holly Individual Boxes
for Handkerchiefs

Combination Sets for Men
Silk Hose, Handkerchief and
Tie perfectly matched

Men's Ties in Individual Boxes
Men's Braces in Individual Boxes

Your order can be filled now.

The W. R. BROCK CO., Limited
MONTREAL

Goes to Canada

Charles H. Potter, who has been at the head of the knitting department of the New Bedford (Mass.) Textile School for several years, has resigned. Mr. Potter is to become manager of the hosiery mill of Penman's, Ltd., Paris, Ont. The knitting department of the New Bedford school was established by Mr. Potter about ten years ago and has afforded students every facility for studying this branch of textile manufacturing.—Textile Manufacturers' Journal.

Men's Store Planned on Original Lines

(Concluded from page 55)

chances, however, are that few will go out without making a purchase.

Underneath all these cases, by the way, are deep drawers, running, as do glass doors and all other drawers, upon ball bearings.

Near the centre of the store, just behind the hat department, is the office, where clerical work will be done, and where payments will be made. It is convenient for all departments.

THE SUIT DEPARTMENT.

More clothing cases, arranged in the hollow square form which gives such a large degree of privacy, stand behind the office. These ones are devoted to suits. There the purchaser is taken to the section where models of the size he requires are shown. Scanning the large array which is clearly visible, he will select the styles and colors which especially interest him. These will be taken down for his closer inspection.

SHOWCASES IN CENTRE.

In the centre of the store, occupying points of vantage on the ample floor space, are arranged some ten showcases—some for the display of vests; some for showing jewelry, cuff buttons, tie pins, studs, full dress sets and the like; others to show overcoats, and still others in which dressed figures may be placed. A number of these cases are particularly well adapted for their purpose, the vest case, for instance, being constructed with a glass top, which makes all within visible, and which, equipped with drawers, enable a wide variety of vests of one size being drawn out and submitted for closer examination.

The store, as will be seen, gets light both from the wide front windows, and from other windows at the back; but there are also large skylights which prevent any dimness in the centre of the floor. Many electrical fixtures, attached to ceiling and to display cases, afford fine artificial light.

The establishment, which is only opening now, is not yet in perfect order, but it is evident that it will afford splendid service.

For a good many years it has been the custom to die the yarn used in Madras cloth, but of late, certain manufacturers have adopted the practice of dying the cotton before it is spun into the yarn. This it is claimed, makes the cloth hold its color better. Tests seem to substantiate the claim, for under the new process, materials have been bleached in costice soda and have lost none of their fast colors.

BROWN & ARMOUR
Manufacturers' Agents
P.O. Box, 175 Station "B" **Montreal, Que.**
Before completing arrangements for additional sample room space, we are prepared to represent two or three first-class firms in Montreal and Eastern Canada, or covering the whole of Canada if necessary.
Highest credentials as to character and ability can be furnished.

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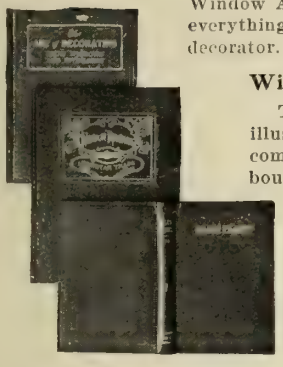
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WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

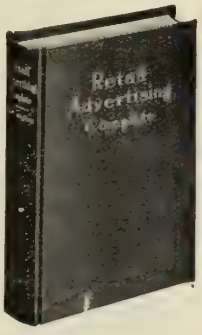
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

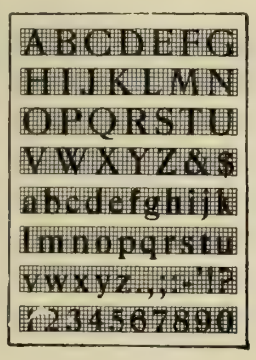
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50



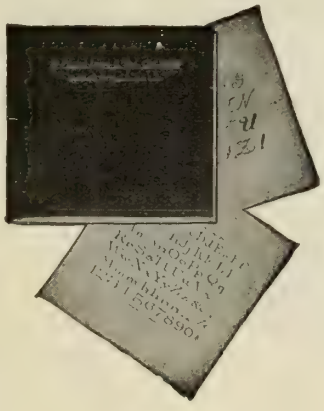
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them.$1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations. Materials Needed, etc. Price post paid, ... $1.50

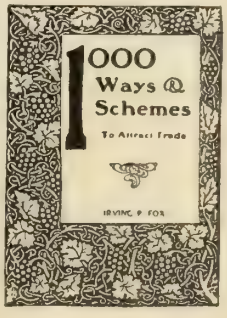


50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade



A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**

All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

Tooke Furnishings For Christmas Selling



Live Haberdashers can do a big business for the next few weeks in Christmas gifts, if they feature these goods.

Sweater Coats

Our line is complete and most attractive. Solid plain colors and all the good color combinations. Without Collars, with Military Collars and with Triplex Collars.

Silk Mufflers

A range from Artificial Silk Motor Scarfs at $4.50 per dozen up to beautiful Pure Silks, in whites, creams and greys, at $75.00 per dozen.

Knitted Neckwear

The newest weaves and color effects, including Accordion knit—high-class goods which you can sell at popular prices. Accordion Silk Hose to match.

Dressing Gowns

Tooke Dressing Gowns, Smoking Jackets and Bath Robes make most acceptable Christmas gifts. We have even a finer line than usual, at prices to suit all purses.

TOOKE BROS., Limited, MONTREAL

Manufacturers of Shirts, Collars and Neckwear, and Importers of Men's Furnishings

Toronto Warehouse—58 Wellington Street West
Winnipeg Warehouse—91 Albert Street

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

_____

_____

NAME _____

ADDRESS _____

A Pattern Should Be a Salesman

Select your pattern as you would a salesman. Get one with Pulling Power.

Butterick has It.

BUTTERICK BUTTERICK BUILDING NEW YORK

The Butterick Publishing Company

72-74 Duchess Street Toronto, Ont., Canada

DRY GOODS REVIEW

Vol 24 N°23



DECEMBER 4TH 1912

PUBLISHED SEMI-MONTHLY

—Over 35 years dyeing for the Trade.

—Largest and most completely equipped dyeing and finishing works in Canada.

—Dye and finish off-color fabrics, plumes and feathers to make them as salable again as new goods from the mill.

Where the Profits Come In

R. Parker & Co., Dyers to the Trade **Toronto, Can.**



Rooster Brand

Spring 1913

Soft Shirts

Stock Collars, Ties, Links and French Cuffs, a charming collection of choice fabrics.
Negligee, the most enticing patterns.
Working, high class, best selling lines in Canada.

Summer Clothing

Half-lined Suits—Unlined Suits
Club Coats, in Cream, Cherry, Myrtle, Olive and Brown.
Outing Trousers, Duck, Khaki, Flannel, Homespun, Crash, etc. Riding Breeches and Norfolk Coats.

Automobile Coats

Pyjamas and Nightshirts.
Working Pants, Corduroy, Whipcord, Bedford cord, Khaki, Tweed, Etc.
White Coats Bar Vests Overalls

Robert C. Wilkins Co.
LIMITED, FARNHAM, QUE.

Montreal: 501 New Birks B'l'dg. - E. J. Kelly
Winnipeg: 63 Albert St., - - T. Whitehead

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices :

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

CHRISTMAS HOLIDAY TRADE

ARE YOU READY FOR IT?

We can help you make your Stock attractive for the Holidays. Write to Us. Exceptional Values in

Fancy Handkerchiefs, Linens, Tray Covers
Five O'Clock Teas, Centre Pieces

Special Lines of Ladies' Handkerchiefs, Embroidered, Scalloped or Hemstitched edge, 90c to $2.25 per dozen. Fine Lace Edges, $2.15 to $4.25 per dozen. Latest Novelties in Irish and Swiss makes, 40c to $15 per dozen.

WAISTS.— In Silk and Net, $12.00 per dozen to $3.75 each.
UNDERSKIRTS.—Satin and Messaline, suitable for the Holiday Trade.
UMBRELLAS.—Special for Ladies, in individual boxes. Silk Cases, three designs in each price, $3.50, $3.75, $4.00, $4.50 and $5.00.
LACE COLLARS.— In White and Paris Shades, a full range in stock, from $3.50 to $15.00.
LADIES' ARTIFICIAL SILK SCARFS— at $4.50, $6.50, $9, $12 and $13.50.
SILK AND SATIN PIECE GOODS.— Latest productions in Embroidered Crepe de Chine, Colored Charmeuse, Fancy Silks, in Tamaline, Brocaded Charmeuse, Bayadere Effects, Jacquard Effects, etc.

ASK FOR QUOTATIONS

MEN'S NECKWEAR.—A splendid range from $2.25 per doz. to $4.50. Knitted Ties at $2.25 per dozen, equal to line usually retailed at 50c. Open End Silk Ties at $2.25 per dozen.
MEN'S HALF-HOSE.—Silk, Cashmere, Lisle and Cotton. Complete Range of Colors, $2.25 to $6.50.
DRESSING GOWNS.—$4.50 to $10 each.
UMBRELLAS—$4.50 to $60 per dozen.

JANUARY BUSINESS

A SMALLWARES SALE WILL HELP YOUR JANUARY BUSINESS.

Among the special sales which are put on by merchants in January each year, a smallwares sale is now regarded as most important. For several years we have suggested such a sale to our customers, and each year there is a greater response. The special smallwares sale has invariably proved a success.

LACES AND EMBROIDERIES.— We have made a large purchase of Embroideries from two of the leading manufacturers in Switzerland and have some great bargains to offer you. An assortment will help your January sale. We have made preparations for a large Lace business this season, having secured the very latest productions of the European market.

SPRING, 1913

Have you seen our Range of Samples for SPRING? If you have not, write to us and we will have our travelers call upon you. We are showing the largest and most varied range in our history. Our values will interest you.

You will always be welcome at our warehouse in Montreal or at our sample rooms in all the leading cities of Canada.

EVERYTHING IN DRY GOODS.

GREENSHIELDS LIMITED, Montreal

Wm. Anderson Zephyr

MADE IN SCOTLAND

has a larger sale than any other similar fabric in the world.



¶ Your wholesale dealer will show you a larger range of designs than ever before, embodying the latest word in Gingham styles. ¶ To insure delivery place your order at the earliest opportunity.

Wm. Anderson & Co., Limited

PACIFIC MILLS, Glasgow. Scotland



"Kindergarten"
FOR BOYS AND GIRLS



FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House



WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND



Please mention The Review to Advertisers and Their Travelers.

The Island's Biggest, Best and Busiest Store



To P.E. Island Merchants Particularly

The Maritime Merchant that wants to increase his sales and decrease his losses will select goods in sympathy with the environment of the people.

Buy from a wholesale house that has made a study of the requirements of the people and a success of retailing.

Do not place for Spring, 1913, until you see our samples and get our prices. We are in a position to save you money.

R. T. Holman, Ltd.
Summerside

The Buyer of To-Day

reads his trade paper. He chooses the one which makes the strongest appeal to his idea of what a trade paper should be as regards to up-to-date ideas, reliable information, advance style news, and if it is dry goods lines, he naturally chooses the DRY GOODS REVIEW. His experience has taught him to rely on what he reads in the "Review." He knows that it is edited by men who know the business, no guess work about it.

That is the Reason Why

every mail brings us enquiries relating to some part of the retailer's work or asking where certain articles can be bought to best advantage.

The Answer Is

advertise in the "Review" if you want to reach the man who has the final say about what goods come into the store.

A Modern Force in Business

ADVERTISING has established a new order of things in commerce. It has become a mighty power in business progress; a complex yet comprehensive transmitter of many parts for the distribution and selling of merchandise and service.

Its function is fivefold:

To enlighten or educate—to create new wants or to satisfy old ones—to protect and foster legitimate enterprise—to establish a medium of understanding between buyer and seller as a basis for mutual profit and advantage—to prescribe an economical price and the maintenance of a fixed standard of quality.

None know better than the buying public how well these functions have been fulfilled.

Modern advertising has given us an insight into various manufacturing processes. The producer has taken us, the consumers, into his confidence and told us just how his mince meat, his flour, his clothing, etc., is made. We know why certain things should or should not be. Advertising has told us—broadened our understanding and guided our judgment.

Modern advertising has enabled us to unlock the treasure house of the world's divinest melodies through the medium of the player-piano. The motor car has lengthened the business day and brought the fragrant countryside to our door. Men shave in comfort in ten minutes where they used to take twenty. A magic bottle provides us with cold drinks with the weather at 90 degrees or gives us a warm beverage when Jack Frost dips at 40 below.

Modern advertising has elevated the standard of business ethics. It protects the manufacturer from unscrupulous competition and the consumer from base imitation. It conserves trade—extends business—creates good will. It enables the corporation, the manufacturer or private individual on trial to take his case directly to the public, and to secure the public's judgment on his policy or character based purely upon their respective merits.

Modern advertising has opened up new opportunities to the oppressed and poor of far-off lands. It has turned an unceasing tide of immigration to new countries. It has developed nations, and made the name of the New World a promise of better things among the people of the Old.

All this advertising has done and will continue to do. It is the ever-increasing influence for the advancement of mankind—the most potent, indeed, of the many forces influencing human action.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.

FLANNELETTE.

IF purchasers of this useful material for Underwear all the year round would buy the best English make they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'

Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills, and Sheetings)

are the best.

See the stamp "HORROCKSES" on the selvedge.

Horrockses, Crewdson & Co., Ltd.

Manchester and London, England.

STIFEL'S INDIGOS

ESTABLISHED 1835

The standard for over 75 years for making Overalls, Uniforms, Shirts and Coats

For the protection of the trade, and in order that all dealers and consumers may know they are getting the genuine Stifel's Pure Indigo, the Mill are now printing their name on the back of all their Indigo Drills, Prints and Denims—the name will appear in dotted lines as the facsimile shown below.

Look for this name → 

on the back of your garments.

TRADE MARK—Copyrighted.

Look for the name—Stifel—in dotted lines on the back of all Indigos in order to be sure you are receiving the best Indigos and the genuine Stifel goods, which have been on the market continuously for over seventy-five years and are recognized by all as the standard of quality.

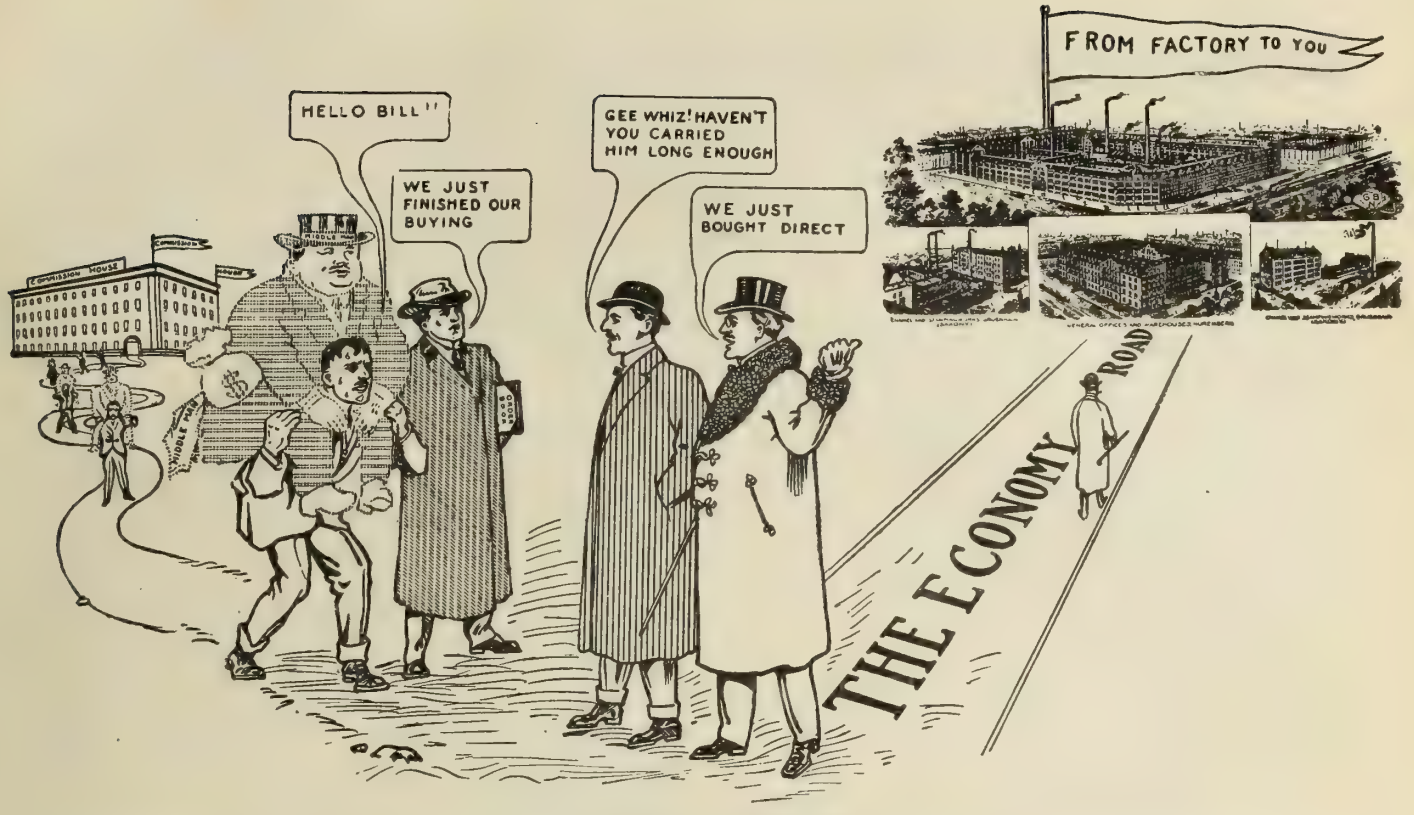
Your brand is the biggest asset of your business. When you put your label on an overall, the consumer looks to you for the guarantee, not alone of the make and fit, but of the fabric. If your established brand is backed up by the use of Stifel's Indigos with the name stamped on the back, this will be a guarantee that you are giving them the best goods made.

J. L. Stifel & Sons
Manufacturers
Franklin Mfg. Company
Sole Selling Agents
260 Church St., NEW YORK

Sales Offices:

TORONTO 14 Manchester Bldg.	MONTREAL 10 Hospital St.	BALTIMORE: 114 W. Fayette St.	BOSTON: 68 Chauncy St.	KANSAS CITY: 205 DeGraw Bldg.	ST. PAUL, Minn.: Endicott, Bldg.
ST. LOUIS: 426 Victoria Bldg.	NEW YORK: 260 Church St.	PHILADELPHIA: 839 Market St.	CHICAGO: 223 W. Jackson Blvd.	ST. JOSEPH, Mo.: Saxton Bank Bldg.	LOS ANGELES, Cal. 117 Winston St.


BUY
English
Mohairs
guaranteed by the B. D. A.
NOW
for
SPRING RETAILING
English Mohairs are always wanted. They are never "in doubt." Their practical qualities insure perennial favor. English Mohairs, guaranteed by the B.D.A., figure as a "quick asset" in any stock—a live seller in any season.
Your wholesaler will show you the new and beautiful shades and weaves. Buy NOW for Spring retailing.
You can sell English Mohairs guaranteed by the B.D.A. every day in the year.
THE BRADFORD DYERS' ASSOCIATION LTD.
of Bradford, England
Bradford Dyers' Assn.
of Bradford, England



Copyright 1911 by John Bing

BING BROS., A. G. NUREMBERG, the largest manufacturers of TOYS and HOUSE FURNISHINGS in the world, beg to invite you to see their exhibition of goods at 381 Fourth Avenue, New York City.

TRADE The Sun Bleaches MARK

"OLD BLEACH"



"FATHER TIME" HAS DEALT KINDLY WITH

"OLD BLEACH"

Famous generations ago as "Old Bleach" linens were, they have retained their fame and become even more popular as the new methods of linen bleaching have been introduced.

While the new methods of linen bleaching have facilitated speed, yet the process is very harmful to the life of the flax.

THE "OLD BLEACH" METHOD

is the grass bleaching process which was in vogue in "Old Ireland" in our great-grandparents' time.

It lengthens the life of the linen and leaves it a pure, snowy white, soft and very durable. Our 1913 range is a revelation to linen lovers. See it now.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 WELLINGTON STREET WEST - - TORONTO

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

EDITOR Dry Goods Review.—"Where can I secure a set of ruling pens or cardwriting pens? I have looked through a number of catalogues but have not been successful in securing any information."

* * *

E. Harris Co., King Street West, Toronto, will be able to supply you.

Editor Dry Goods Review.—"Will you kindly advise us where we can secure a supply of artificial wreathing, that is imitation flowers, leaves, etc., for decorating store windows, shelving, etc."

* * *

Canadian Flower Co., Montreal; L. Bauman & Co., Chicago; Schactk Artificial Flower Co., Chicago; Botanical Decorating Co., Chicago; Carl Netchert, Chicago.

Editor Dry Goods Review.—"Please tell me where I can buy Kleinert's suspenders. We would also like to know who manufacture King collar buttons."

* * *

The I. B. Kleinert Rubber Co., 87 Wellington Street West, Toronto. The King collar button is manufactured by the King Collar Manufacturing Co., New York.

Editor Dry Goods Review.—"Who are the makers of Babcock cream testers?"

* * *

Dairy Specialty Co., Westchester, Pa.

Editor Dry Goods Review.—"Where can I buy a British trade magazine similar to Dry Goods Review?"

* * *

The Draper's Record is published weekly at London, England.

Editor Dry Goods Review. — Kindly let me know how to make air brushes.

* * *

Paasche Air Brush Co., 610 Blue Island Ave., Chicago; Thayer & Chandler, 735 W. Jackson Blvd., Chicago, and O. C. Wold, 716 Madison St., Chicago, can supply you with all information about air brushes. G. Wallace Hess, 32 N. Clarke St., or L. O. Butcher & Bro., 675 W. Madison St., Chicago, handle them.

Editor Dry Goods Review.—Re your adv. in Men's Wear Review, page 110, please advise at your earliest convenience, who makes the Onken interchangeable window fixtures.

* * *

The Oscar Onken Co., 764 Fourth Ave., Cincinnati, Ohio.

Editor Dry Goods Review.—Please tell us where we can buy small fancy boxes for little things, such as handkerchiefs, women's ties, kid gloves, etc.

* * *

The Dominion Paper Box Co., King St., and Hercules Box Co., 400 Richmond St., Toronto, can supply Christmas boxes. Boxes are handled by all jobbers.

Editor Dry Goods Review.—Is there any place in Toronto where they make flowers for decorating similar to the goods advertised in Dry Goods Review.

* * *

We do not know of any artificial flower manufacturers in Toronto. All kinds of artificial flowers for decorating are made by the following firms; The Canadian Flower Manufacturing Co., Montreal; Frank Netchert, 39 Barclay St., New York; L. Bauman & Co., 357 W. Chicago Ave., Chicago; Schack Artificial Flower Co., 1739 Milwaukee Ave, Chicago; Botanical Decorating Co., 504 Fifth Ave., Chicago.



Did you ever wait five minutes for one cent ?

Have you ever been to the Candy Department of a store and noticed nicely-boxed candy with a 49c price marked on it? Have you ever bought a box of this candy, tendered 50c, and waited five minutes for one cent?

Does this condition exist in your candy department or in any other department in your store? Careful investigation shows that most large stores are dissatisfying customers and losing money in just this way.

This sort of thing does not happen in the small candy shop. It has no need to happen in the large department store. It does, however, because the system of handling cash is not suited to the par ticular requirements of that kind of department.

Study the needs of your departments. Consult our representative as to the remedy.

Write for Free Booklet.

The National Cash Register Company

285 Yonge Street, - - Toronto

Canadian Factory, Toronto

Serges and Cheviots

"AIREDALE"

Stamped Every Three Yards

Vicunas and Venetians

Absolute Guarantee

You say this must be an expensive policy. It would, with the average cloth; so you can be sure that "Airedale" must be something out of the ordinary, or we would not "back it so heavily." We have given this assurance of our faith with every yard of "Airedale" cloth for years, and no one has as yet had to

Claim It

Most tailors are troubled more or less by unsatisfactory serge. With this idea in view, we have spent much time and thought over the excellent range shown by us under the name of "Airedale."



Why Not Take Advantage?

SOLE AGENTS IN CANADA

John M. Garland, Son & Co.

Ottawa, Ontario

They had ours.
They threw them out.
They took another.
They're Back!
And this is their ad.

Old Friends Are Best!

After an absence from Gadsden of three years I am back again. Goodness! How you have grown, which means more work for me—and yet I have grown some myself, and I hope to be more useful than I have ever been before.

Years ago when our present matrons were little girls, I did my part in dressing them. My whole life has been a busy one, and I am happiest when I am helping others.

My friends can find me at Herzberg-Loveman's. I wouldn't feel at home at any other Gadsden store.

I am

The Butterick Pattern

With it came this letter:

LOUIS LOVEMAN, President — R. K. FOSTER, Sec'y and Treas.

Herzberg-Loveman Dry Goods Co.

New York Office—473 Broadway

Gadsden, Ala., July 12th, 1912

The Butterick Publishing Co.,
New York, N.Y.

Gentlemen:

We are enclosing you ad in which we made our announcement that we are again agents for your patterns. We feel sure from the expressions of our patrons that they are delighted that Butterick patterns are again to be sold in Gadsden.

Yours very truly,
Herzberg-Loveman Co.

BUTTERICK BUTTERICK BUILDING NEW YORK

The Butterick Publishing Company

72-74 Duchess Street — Toronto, Ont., Canada

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

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THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

_____

_____

NAME _____

ADDRESS _____

Stocks that don't increase!
Sales that do!

That's the story of

Standard Patterns

"The Patterns that give satisfaction."
You'll like our way of doing business. Write

Standard Fashion Company

12-14-16 Vandam Street
New York

Convenient Branch Offices

San Francisco, 609 Mission St.
St. Louis, 1629 Washington Ave.
Toronto, Ont., 68 Duchess St.
Chicago, 205 West Monroe St.
Boston, 105 Chauncy St.
Atlanta, 82-84 North Broad St.

Please mention The Review to Advertisers and Their Travelers.

READY FOR THE JANUARY WHITEWEAR SALE

BROCADES, ORGANDIES, LAWNS, MUSLINS

New Goods Arriving Daily, Selections and Values Unbeatable.

White Lawns @ 6¾c, 7½c, 8c, 8¾c, 10c, 12½c, 15c, 18c, 20c, 25c.
White India Linens @ 7½c, 11c, 13c, 15c, 18½c, 20c, 25c, 30c.
White Persian Lawns @ 12c, 15c, 18c, 22½c, 32½c.
White Nainsook @ 10c, 12½c, 15c, 18½c, 20c, 25c.
White Bridal Cloth @ 10c, 12½c, 15c, 18½c, 20c, 25c.
White Book Muslin @ 4¾c, 5½c, 7c, 7½c, 9½c, 11½c, 13c, 15c, 17½c, 20c, 25c, 30c.
White Vestings @ 11½c, 12½c, 15c, 18c, 18½c, 20c, 21½c, 32c.
White Tucked Lawns @ 12½c, 15c, 16½c, 17½c, 18½c, 23c, 25c.
White Voilles and Marquisettes @ 18½c, 25c, 37½c.
White Figured Pique @ 16c and 18½c.
White Checked Dimity @ 18½c, special.
White Check Muslins and White Stripe Muslins @ 7½c, 10½c, 12½c, 15c, 17½c, 18½c.
White Organdies @ 12½c, 15c, 18½c, and 25c.
White Swiss Spot Muslins from 12½c to 65c.
White Scotch Spot Muslins from 5c to 25c.

The W. R. BROCK CO., Limited

WHOLESALE DRY GOODS

TORONTO

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. December 4, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

PUBLISHERS DRY GOODS REVIEW.

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GREAT BRITAIN—
London, Eng. E. J. Dodd, European Manager, 88 Fleet St., E.C. Telephone Central 12960
Manchester - - - H. S. Ashburner, 92 Market Street

UNITED STATES—
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Chicago, Ill. - - - A. H. Byrne, 140 S. Dearborn Street Telephone Randolph 3234

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United States - - - - - - - - - - $2.50 a year
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Single Copies - - - - - - - - - 10 cents

Invariably in advance.

The Value of Co-operation

THE word co-operation has a deep significance for the retailer. Co-operation, in fact, is the most necessary force in the retail store to-day. Without the loyal co-operation of his staff, the merchant has little chance to achieve the best results. System, after all, is just another word for thorough co-operation.

The need for co-operation is felt most directly during the Christmas season. The last two weeks before Christmas are busy times indeed for the dry goods man, culminating in the mad rush of the last two or three days. The clerk has to plunge in and work to the utmost during this period. He has to work on his own initiative largely for supervision and direction are hardly possible in the maelstrom of the wind-up Christmas trade. If the clerk does not co-operate earnestly with his employer, the result is a very direct loss.

The idea of co-operation should be carried out to the fullest extent during the Christmas season. The clerk should be kept informed of the plans going forward so that, when the times comes to execute them, he will be in a position to do so intelligently. Some merchants consult their clerks and solicit ideas from them for the conduct of the holiday campaign. This is found to be productive of results for every clerk worth his salt will originate some ideas for the furtherance of sales or improvement of systems. There is wisdom in a multitude of counsel. Sift out the suggestions and ideas received from the staff and grains of real value will be left.

Make the holiday campaign one of complete co-operation between all members of the staff.

Fewer Failures In Canada

THE prosperity of Canada is demonstrated in no way more conclusively than by the decrease in the number of failures. The records show that during the month of October there were 106 failures in Canada, the total liabilities running up to $1,480,-949. During October, 1911, there were 119 failures

with a liability record of $1,762,457. During October, 1910, there were 130 failures and in the corresponding month of 1909 the number was 150.

The same ratio is borne out in regard to retail failures. In October of the present year, there were 79 failures with a liability total of $759,354. October last year saw 90 failures with a liability record of $845,644. In 1910 the number of failures was 90 and in 1909, 117.

It will thus be seen that the number of failures has been shrinking very appreciably each year. That this is due to the good times prevailing cannot for a moment be doubted. One cannot help feeling, however, that some share of the credit is due to the gradual improvement being brought about in methods of business management. Credits are being more closely supervised and a more general knowledge of the fundamental principles of sound financing is being spread. So long as it is possible for rash and inexperienced men to venture into the realms of business, failures will occur with more or less regularity but, with the increase of efficiency, the number of failures due to other causes than inexperience or hard times, wil continue to dwindle.

The Influence of the Orient

THE mysterious ways of the Orient have always held a subtle fascination for the people of the Occident. The inscrutability of everything pertaining to the East, its customs, its religions, its people, has offered such scope for speculation that we of the countries of boasted Western civilization have entertained a deep curiosity. Oriental influence has been felt in many ways. It has left its mark on our architecture. Religion, philosophy, mathematics, astronomy, all owe much to Eastern learning.

One of the most recent evidences of Oriental influence is seen in late dress modes. In New York the society woman is getting close to the dress peculiarities of the beveiled denizen of the harem. Oriental fashions in head-dress are being seen. But the latest fad is to simulate the complexion of the eastern woman. Advices have it that the glow of health on a woman's face is to be no longer the test of beauty. Women who keep up with the vanguard of fashion are appearing with faces of chalky whiteness, relieved by brilliantly crimsoned lips and deep shadows under the eyes. It is not recorded that they are staining their fingers with henna, but this need not be regarded as an impossible development.

That the Oriental cult will continue to grow is doubtful. The woman of the East is not only denied the pleasure of seeing, but as Scott has put it, the still greater pleasure of being seen. It is not at all probable that the modern woman would take kindly to the heavy veiling which the dusky Persian must wear and it is not likely, therefore, that a closer approach to the ways of the East will be favored.

Prepare in Advance

THE man who is always in a hurry, who performs his work with nervous haste and who is actuated seemingly with unmatchable energy, does not always accomplish the most. The cool, collected fellow who moves slowly but with well considered purpose will often far outdistance his highly-charged competitor. The secret of his success is that he has his work well planned, that he never does unnecessary work and never lets things get ahead of him.

Careful preparation is better than dynamic execution, if the latter is not combined with the former; which brings us to the point we desire to make. The merchant who plans out a certain task well in advance and carries it through without undue haste along the lines decided upon will do better work than the man who leaves until the last moment and then rushes it through with a great exhibition of energy and skill. Apply this truth to the matter of stocktaking. Making the annual inventory is no light task and it is always looked forward to with a certain amount of dread. Stocktaking will cease to be an ordeal if the work is spread over a certain period and adequate preparations are made. For instance, the week between Christmas and New Year's will be a dull one from the trade standpoint. There will be few customers to attend to and time will be ample for the careful sorting over and arranging of stock. Stocktaking will be found a much easier task if the stock is in apple pie order when the work begins.

The Duty of the Present

EVERY dry goods man knows to his sorrow that, when times are hard, it is almost impossible to make collections. If money is scarce and the outlook dark, people hold on to their cash with grim deliberation, quite oblivious of the fact that the merchant needs money as much as they do. They way of the collector is hard in such times.

It follows that the merchant should take advantage of prosperous times to push collections vigorously. It is comparatively easy to obtain payment on book debts when times are prosperous and people have money in more or less free quantity. Strike while the iron is hot; otherwise, collect when the money is to be had.

At the present moment, Canada is enjoying most complete prosperity. The prospects for the future are

bright. Men carry their heads high with an air of optimism and confidence seldom seen. This, then, is the golden opportunity for dealers to push their collections and gather in money outstanding.

OF GREAT ASSISTANCE.

"Re our requests for information about clothing, sign writing, etc., we have received correspondence from several good firms and now want to thank you very much for your assistance.

"We think this plan should be of very great assistance to your subscribers.

"Saskatoon Trading Co."

The Effect of Christmas Campaign

MERCHANTS who have brought a successful year to a rousing climax by carrying on a brisk Christmas campaign, can be pardoned for feeling both pride and exultation. They have done a great deal to make the festivities more enjoyable for their clientele. This is one of the features which help to make business a pleasure. Merchants and their employees, whose earnest efforts go such a long way toward making people happy at the Yuletide season, can take a deeper interest and pleasure in their work for that reason.

Not only does a successfully conducted Christmas campaign bring the year to a fitting close but it serves as a stimulus to greater things in the future. The new year is started with unbounded optimism, with a deep grounded belief that success will be greater and business both larger and easier to handle. Therefore, the Christmas campaign, while laborious and trying, is in reality a benefit in more ways than the added profit that it brings.

The Passing View

FIRM fur quotations are predicted. The value put upon the pelts of even the most "ornery" of the furry tribes is raising their status in the animal world. The skunk, once avoided, is now much sought after.

* * *

By way of being original—Only twenty-one days more.

* * *

Salesmanship is hard work for a man with a soft spine.

* * *

A successful salesman never mixes up breakfast time with lunch hour.

The rush season is now close at hand. Are you ready for it?

* * *

The best salesman is the one that knows the most about the goods he handles.

* * *

Business in Canada to-day is riding high on the crest of a wave of prosperity. So mighty are the forces behind the wave that it should not spend its force for many years.

* * *

Prosperity has perched on the banner of the retail merchant during the past year. It will take more than the pessimistic predictions of chronic prophets of gloom to drive it away during 1913.

* * *

The custom of going without hats to the horse show is not likely to linger long. The only point in its favor is that it would be much easier to see the horses. But who goes to a horse show to see the horses anyway?

* * *

Society, having dabbled in eastern occultism, is now prepared to take up Oriental dress modes and, even, to tone down the natural complexion to the pasty consistency of the eastern tint. Dame Fashion is an exacting mistress.

* * *

A thief entered Alex. Reid's men's furnishings store, Arnprior, and took time to undress and then clothe himself in the best in the store. It is quite evident that the burglar was both determined and experienced; he knew the proper methods to employ and it is quite evident that he was prepared to resist capture, for besides his old clothes he left a club or "billie," about nine inches long. A most unusual burglar this; evidently a dandy among cracksmen.

Features of This Number

Report of Style Convention at Chicago.
Improved Ideas Embodied in Store.
Upon What Do Profits Depend?
"Service" the Keynote of Specialty Store.
A Practical Method of Stocktaking.
Suggestions for Christmas Showcards.
Millinery Section — The Influence of the Orient Is Felt.
Manufacturers Turn to Window Trimming.
Good Advertising.
Developing a Store Brand.

Improved Ideas Embodied In Store

The new establishment of the H. S. Falls Co., Simcoe, Ontario — The long experience a proprietor used to advantage in planning store along up-to-date lines — Good light is a feature.

IN the new store which he has built and which is now open, H. S. Falls, of Simcoe, Ontario, can be said to have achieved his ideal. It is a large building, planned and constructed on up-to-date lines and equipped with every modern device. In some respects, it is a model store.

The new store of the H. S. Falls Co., is at the corner of Norfolk and Robinson streets. The building is three storeys and basement, 80 by 105 feet. It is of buff brick and, as will be seen from the accompanying illustration, presents an attractive appearance. There are entrances on both streets.

In planning the store, Mr. Falls kept one idea well in mind—the necessity of providing plenty of light. This object was certainly attained, for the store has light on three sides, an exceptional advantage. As a result, the interior of the store is blessed with more light than is usually found in even the most up-to-date of stores.

The display windows have a depth of eight feet and are panelled and floored in quarter-cut oak. There is a total display space of about 150 feet.

ARRANGEMENT OF DEPARTMENTS.

The departments are arranged as follows:—

Basement.—Groceries, carpets, workroom, stockroom, heating and lighting plant, vault for fur storage.

First Floor.—General dry goods, men's wear section, private and public offices.

Second Floor.—Ready-to-wear garments, millinery, with commodious workrooms, try-on cabinets and rest room. A fancy delf and china section is also located on this floor.

Third Floor.—House Furnishings and toys.

STORE IS WELL EQUIPPED.

All floors are served with passenger elevators. The stairways, in addition, have good width so that there is little possibility of congestion.

The light is supplied from a private plant in the cellar. A 12-horse power engine has been installed for this purpose. It is fed with natural gas, which costs jut 20 cents per thousand feet in Simcoe. The boilers are also gas fed, so that the store is lighted and heated on an economical basis.

Mr. Falls has been 27 years in business and this splendid store is planned along the lines which his long experience has suggested. It contains many features which can be termed distinct improvements.



The new store of H. S. Falls Co., Simcoe, Ontario.

YOU NEED QUICK DELIVERY NOW

HOLIDAY SHOPPING is hard on your stock. Assorting goods, to be profitable M U S T be delivered AT ONCE.

We specialize in the filling of rush orders —take every care to ensure you satisfaction—in fact put ourselves in your place. With our immense stock of clean, fresh, up-to-the-minute dry goods, we are in splendid shape to fill your order.

Place it through our traveler or write direct.

Goods will be shipped by return.

The W. R. Brock Company (Limited)

Montreal

Please mention The Review to Advertisers and Their Travelers.

Upon What Do Profits Depend?

The size of the turnover does not determine the profits of a business—Success comes with rapid turnover of stock—Two concrete examples to illustrate the case—Clean out unsold goods before the season is over.

Written for the Dry Goods Review by Howard R. Wellington

BEFORE taking up the essentials to a successful business, we would like to call the attention of the merchant to some of the causes of failure in business. These are many and varied—lack of capital, extravagance, speculation, incompetence, inexperience. There are a few causes entirely beyond the control of the merchant who is unsuccessful in a business, such as the failure of others, specific local conditions in a community from which he derives his entire trade. Still at least seventy-five per cent. of the merchants who fail in business are to blame themselves through incompetency or some of the above mentioned causes.

TURNING THE STOCK.

The accompanying article raises a point of practical interest. How often should a dry goods merchant turn his stock in the course of a year in order to insure the largest possible profit on the amount invested?

Opinions on this subject are solicited. How often do you turn your stock?

It is not the large turnover nor the large stock carried that makes the profit for the merchant but the number of times the stock is turned over in a period, providing expenses are kept down to a reasonable percentage.

For a number of practical illustrations we will endeavor to show how a merchant doing a very small business can make more net profit than a large concern turning over goods away up in the thousands each year.

The merchant must look after his business. If possible he should take stock twice a year; he should know how much gross and net profit each line of goods or each department is making for him each year; how the expenses of each department compare with the net profit, or what percentage of his gross profit is eaten up by expenses or salaries. Then when taking stock great care should be given to the pricing of lines which are not everyday sellers. If goods are carried from one season to another, each year depreciating considerably in value, there will come a time when the merchant will wonder where all his profits (?) which he has been making for several years back have gone and he will be forced to face a situation which will surprise him more than anything that could happen. His so-called profits are taken on what he has sold, but his stock has accumulated to such an extent that he cannot get forty cents on the dollar for it; and, when the truth is known, instead of a profit for several years back, there has actually been a loss creeping in on him from carrying dead stock.

The only remedy for this situation is careful buying by studying the needs and demands of the community in which you are located and then clearing out before the season is over, all unsold goods, even if a loss is made. Far better take a small loss and know the true situation, than make a dismal failure by clinging to an old system of selling everything at a profit.

A good profit on a small turnover—

Stock	$ 4,000	
Purchases	$12,000	
Sales		$17,000
Expense	$ 3,200	
Stock		$ 4,500
Net profit	$ 2,300	
	$21,500	$21,500

Here is a small merchant worth a $4,000—$5,000 stock turning it over four times a year, with a small investment making a big margin. The key to the situation is stock turned over often at a fair profit and very light expense.

A loss or a large turnover.

Stock	$ 60,000	
Purchases	$160,000	
Sales		$195,000
Expenses	$ 50,000	
Stock		$ 70,000
Net loss		$ 5,000
	$270,000	$270,000

Here is a large business, a heavy stock, no management, and profits absorbed, yes—more than absorbed by expenses.

Think of doing such a turnover and actually losing money. These instances, however, are not rare.

KEY.

The sale of goods at a profit sufficient to cover running expenses and leave a good net margin.

(To be continued.)

A loss by fire was sustained by Wolf Gradinger, clothier, Montreal.

R. S. Unwin, Salmon Arm, has sold his men's furnishings store to F. Slough.

Manning & McCulloch, Saskatoon, have dissolved partnership and the business will be conducted by L. D. McCulloch under his own name.





Suggestions For Christmas Showcards

Cards of festive design are doubly useful at this season — They assist in brightening up the store and they add selling force to displays — Two suggestions which could be followed out.

THROUGHOUT the Christmas season, it is incumbent on the dry goods merchant to decorate his store and, in every way possible, lend to his place of business a festive appearance. Thus the showcard serves a double purpose; it not only adds selling force to displays but it aids materially in brightening up window trims and the store interior. Christmas showcards are a very important feature of the holiday campaign.

The card-writer has a splendid chance in preparing cards for the Christmas season to turn out high-grade work. Holly wreaths, mistletoe, Santa Claus pictures and reindeer are not hard to draw but they certainly result in attractive cards. By a liberal use of these typical Yuletide tokens and the introduction of green and red, the Christmas colors, the card-writer can turn out cards both artistic and effective.

The accompanying suggestions are offered by Dry Goods Review as typical samples of good Christmas cards. While they show skillful execution and careful finish, these cards should not be found overly difficult. The one with the holly wreath execution has been finished with air brush work but a card very similar could be done by brush work. While the fine background and the smoothness of finish would perhaps be lacking, the result would be a highly attractive card. The colors used were red and green for the border decorations.

The Santa Claus card was executed entirely by brush work. The drawing was sketched in black with red and white shading. The letters were shaded in grey but a more festive color could be employed, if the card-writer desired to give a more gay finish to his work. This card contains a suggestion which could be worked out to good effect.

Use of Colorings in Lettering

Editor, Query Column.—Outside of special sales, should a high class dry goods store use show cards with colored lettering? If so, what combinations would be appropriate for this season of the year?

• • •

Unless there is a special sale or some extra campaign on, it is not advisable to use colors throughout the store, except at certain seasons, as for instance the Christmas season. When a special effort is decided upon, uniformity should be the rule with regard to show and price cards. A white card with red lettering is found effective in such a case. The uniformity should be extended to the style of lettering.

At the present stage, the proper color combination is green and red, these colors giving the proper yuletide suggestions. For window cards, great care should be exercised in the selection of coloring. Tan lettering on a brown card makes a most artistic effect for a display of clothing or for any arrangement of a "stocky" description. For displays of evening dress, fine materials or for whitewear of any description, pastel shades are found effective. A black letter on a white card with pastel shading will serve admirably for the finer class of window displays. In arranging a housefurnishings window, where colors are very prominent, care should be taken to make the color combination blend with the shades in the articles. If the window were trimmed with oriental rugs, for instance, it would be possible to introduce bright hues on the cards such as blues, orange, even turkey red.

Manufacturers Turn to Window Trimming

President of C. W. T. A. in address points to important trend in the matter of marketing manufactured products — The qualifications of a good window trimmer — An unbeatable combination.

AN address which covered a wide scope was delivered before the Toronto Ad. Club by H. V. Hollingsworth, the president of the Canadian Window Trimmers' Association. The speaker cast interesting side lights on the question of window trimming as an advertising force, the most important point made being the awakening interest of manufacturers in the subject. A number of extracts from his address are appended.

• • •

"There are two specific kinds of window dressing; one is termed the merchandise window and the other the advertising window. While every window display is an advertisement there are two particular classes. The merchandise window is intended to produce direct sales of the goods shown, whereas the purpose of the advertising window is to tell a story or to impress upon the mind of the beholder some particular fact concerning the merchandise displayed. In other words there must be an idea conveyed in the adv. window. You will grasp my meaning more fully as I proceed. Manufacturers and especially those in the United States are beginning to realize the fact, that the show window offers a bountiful harvest to the tiller of this fertile field and in the past few years, many of these have installed a window dressing department under a skilled specialist.

"The Swift Packing Co. have their window dressing department, also the National Cash Register Co., the Shredded Wheat Co., and many other firms I could mention; and we have yet to learn of one manufacturer who has given window adv. a trial and dropped it. I have been approached by several Canadian manufacturers, asking me if I would take this same work up for them. Competition is bringing about more economical methods of marketing all kinds of products and this will ultimately lead to the use of retailers' show windows by the manufacturers. The time will come when every manufacturer will have his window trimming staff or will have his window displays planned by an agency the same as his advertising is now planned. This is not a dream but a reasonable deduction based on what has and is being done in this line. Competition alone, if nothing else, will force the manufacturer to install the window advertising department. As an instance of this may be cited the case of the big talking machine companies. One of these companies put in a window advertising department under a man, who thoroughly understood the game and who planned a lot of good window settings, and in a short time they were delivering to dealers in their records and machines complete window displays that were far more effective and expensive than the dealer could produce himself. As a result every dealer carrying this company's line had eye-catching, business-getting window trims that produced big sales. That the competition was felt was evidenced by the fact that a rival company organized a department along similar lines.

• • •

"In order to hold a job in the big department store the window trimmer has to be an all-round merchandise man. He has to possess a good eye for proportion and color. He has to study style as it is brought out and the origin of style. He has to know something about art, period decoration, architecture, weave and texture.

"The succesful man is one who has served a good apprenticeship in buying and selling merchandise and who has had years of contact with customers. He has to study the conditions of the house employing him and the locality they do business in. He has to familiarize himself with the various stocks from basement to top floor. He has to keep in touch with the newspaper work and all forms

(Continued on page 26)

BRIGHT THOUGHTS IN BRIEF.

"The merchant was not aware of the great business bringing asset he possessed until the advent of the professional window-trimmer."

"The time will come when every manufacturer will have his window trimming staff or will have his window displays planned by an agency."

"In order to hold a job in the big department stores, the window-trimmer has to be an all around merchandise man."

"A few years ago the newspaper man was considered the king-pin in the advertising line but to-day the window-trimmer is gradually becoming 'heir to the throne.'"

"There is nothing to supplant that infallible combination; that is, newspaper advertising, window displays and the price show card."

A Practical Method of Stocktaking

How Lindsay merchant goes about this important undertaking — The work is started early and is proceeded with slowly, a full month being consumed — Most deparments are taken up separately.

EVERY merchant, no matter in what line of business he may be engaged, if he has made any study of the problem whatever, realizes the advantages of an annual stock-taking.

Stock-taking is the business man's X-ray. It enables him to tell exactly where he stands and to judge how his business is progressing with much more accuracy than would otherwise be possible. Only by taking stock can he tell how much money he is or is not making, how each department is bearing its share of the burden, how much money he has tied up in his business, amount of stock or amount he owes or is owed.

The time for the annual stock-taking is now approaching, and every merchant certainly should be studying up the best method of doing so with the greatest accuracy, and at the same time with the least trouble and inconvenience. The break of the new year is accepted by many merchants as the best time for the annual stock-taking. One firm holding this opinion is J. Sutcliffe & Son, of Lindsay, Ont. The reason this time is favored is because, with the Christmas rush at an end, a lull generally sets in that gives plenty of time for work. Again, every institution likes to have its year end as close as possible to the end of the calendar year.

The two important features in stock-taking are to secure an accurate idea of how the business stands, and to do so with the least interference with business. These two features have been borne in mind by Sutcliffe & Son in arranging their plan of procedure. One reason many merchants dread stock-taking is that it upsets business. In order to overcome this drawback, Sutcliffe & Son extend their operations over the greater portion of the month of January. In this way, business is in no way interfered with, each department looking after the listing of the stock during spare time.

WORK DONE BY DEPARTMENTS.

With the first of January, each department begins to measure and count stock, serving customers the same as usual and doing this in spare moments. Sometimes when there is no particular rush, some of the clerks serve customers, and the rest measure goods. Customers, however, are well looked after. As each particular line is measured or counted, a ticket is affixed showing the amount and the cost price. If before the stock is called in, any of that line is sold, the amount sold is deducted and the balance marked on the card.

ACCOUNTING FOR LATE SALES.

In the case of goods sold by the yard, the card with the amount is fastened to the end of the piece. If a purchase off that piece is made, the ticket has to be removed, and fastened on the new end with the amount left. Occasionally, a sales person will neglect to do this, but if so, the ticket will go with the piece cut off, and of course the goods have to be remeasured, so there is no mistake made.

"There is absolutely no use in taking stock unless it is done accurately," says Mr. Sutcliffe. "When we get through, we want to feel it is correct and not merely a guess. To insure this, every precaution is taken. Everything is unrolled and unfolded and the correct amount ascertained."

STAPLES LEFT TO THE LAST.

It is the aim of the firm to have the stock sheet show the standing up to the end of January. They begin marking at the beginning of the month, but devote most of their time to lines which sell less freely. Staples are of course left to the last thing. The last week of the month, they begin to call in, one person examining the tickets and calling, while the other records them in the stock book. Here, another difficult portion of the work comes in—that of determining what price certain goods shall be listed at, for in every store there are some lines found at stock-taking, which on account of being shop-worn, out of style, or through not having taken well, are not worth full value, and on which a reduction must be made in listing in the stock book.

Mr. Sutcliffe who personally looks after the calling in of the stock, confers with the head of each department as to the price at which certain goods

The annual stock-taking is the business man's X-ray. He is enabled to see beneath the surface, by this means, and to learn exactly the condition of his business. Not only does he find exactly how he stands but he acquires information which is invaluable to him in sorting up his stock and in planning his course for the year ahead. In the accompanying article, the stock-taking methods of one firm are explained at some length. The plan adopted is to enable the firm to make a most complete inventory without interfering with business at the same time.—Editor.

should be listed, the method being to put the price at a level that will allow them to be sold—and sold at a profit.

VALUATIONS TO ALLOW PROFIT.

"If anything is not good value, we don't consider the cost price in listing it," says Mr. Sutcliffe. "For instance take a piece of dress goods that costs 37½ cents, and with a marked selling price of 50 cents. If the head of the department thinks he can sell it at 40 cents a yard, we list it in the stock book at 30 cents, which will allow a profit on its sale. Of course, every attempt is made to clear it out during the next season, but if another year, should pass around and it is unsold, it is again listed at a lower price."

At the same time as the calling in of the stock, other details regarding the business, which are necessary to complete the financial statement for the year, are summarized by the office staff. These include amount the firm owes, bills payable, bills receivable, account of fixtures, etc.

DEPARTMENTS STAND SEPARATELY.

The amount of stock in each department is summarized by itself, and as each department is conducted under a letter, it is possible to compare it with the previous year's figures and also to gauge if the sales in each department are proportionate with the amount of stock carried.

With the straight departments, which are charged with purchases and credited with sales during the year, and which are conducted in this regard just as if they were a separate business, it is possible when the yearly stock has been taken, and the financial statement made out, to tell how much money has been made during the year and what proportion it bears to sales. If there is any department which has not made a satisfactory showing during the year, it is subjected to a careful examination to find out where the trouble lies and remedy it. The departments conducted in this manner are mantles, whitewear, furs, housefurnishings, clothing and millinery.

The mixed departments, where the goods of various kinds come in the same invoices, and where it would mean a great deal of work to separate them, are not charged up with purchases that are conducted all in one. These can be compared and examined as a whole at stock-taking time, but not separately, other than comparing the amount of stock with previous years and with volume of sales. The mixed departments are ones which perhaps are given more general attention.

HELPS TO MOVE STOCK.

One of the indirect benefits of stock-taking as pointed out by Mr. Sutcliffe is that it brings goods to light that should be moved, and guards against such lines being kept on the shelves from year to year. Previous to stock-taking an effort is always made to reduce the stock as low as possible, so as to make the work easier. An attempt is made at this time to clear out any odds and ends; and again when stock-taking has been completed.

—⚙—

E. W. Cumming, 581 Talbot street, St. Thomas, is holding a sale preparatory to retiring from business. In making the announcement, he explains that, having taken up another line of business, he is compelled to clear out his clothing stock.

Fire broke out in the plant of the Wright Hat Co., London, causing damage estimated at about $35,000.

The Jackson Manufacturing Co., of Clinton, may establish a clothing factory at Zurich, Ont.

Toronto, Ont.—The Crown Tailoring Co. have purchased the south-east corner of Euclid avenue and College street, a plot of 70 feet front, and will erect a factory and showroom building when they get possession in the spring. The size of the building has not yet been determined.

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Manufacturers Turn to Window Trimming

(Concluded from page 24)

of advertising being done by his house. He has to do the buying in most places of all display equipment and study the manufacture of the same and he has to be able to sketch and estimate. There are other qualities he has to possess too numerous to mention.

"Now gentlemen what I have just stated are the arguments that crop up between the window trimming department and the advertising department, in their friendly rivalry. We know also that newspaper advertising has many advantages over window advertising and you know what they are as well as I do. We, as ad. men in the big stores, know that as yet there is nothing to supplant that infallible combination in selling merchandise, that is the newspaper advertising, window displays, and the price and description show card. These are the three prime factors in turning goods into cold cash.

"In connection with the show cards and price cards as seen on the counters and in the windows of our big stores it may be said that these play a larger part in disposing of merchandise than perhaps most merchants realize. They are silent salesmen that are continually working. Thousands of sales are made daily through these cards, that otherwise would not be made. It is a common thing to see a customer having her parcel and change given to her by a sales person without a word having been said by the customer."

Death of Julius Lambert

The death of Julius Lambert, president of P. W. Lambert & Co., New York, occurred on November 17. He was born on December 4, 1846, in Creuznach, Germany, and at the age of 21, came to New York, after having been an apprentice in the dry goods business in Europe.

He associated himself with his brothers, Conrad Lambert and P. W. Lambert, who established a small business in Canal street in 1865, importing fancy goods. This business later spread out in the fancy goods line, to which they added leather goods of their own manufacture, also the making of tin soldiers, and at the Centennial Exposition in Philadelphia, 1876, the firm was awarded a gold medal.

On the death of Conrad Lambert in June 1888, P. W. and Julius continued in business until



Julius Lambert

December 1892, when the brothers dissolved partnership.

In June 1893, Mr. Julius Lambert took over the entire control of the firm. The name of the firm was not changed not even after its incorporation in 1907.

Mr. Lambert is the last of the four brothers who had established themselves, his brother, P. W., having died April, 1910.

Mr. Lambert is survived by a sister in Germany, his wife, three sons and a daughter.

He always had the interest of his employes at heart, and at all their social affairs was one of the leading spirits.

Death of E E. Ross

The death occurred on November 16, of Edward Ernest Ross, president and general manager of the Parisian Corset Manufacturing Co., Quebec, at his residence, 20 de Salaberry street, Quebec. He was born at Lorette, Que., on Sept. 27, 1864. He was educated at the Quebec High school and at age of 16 took a position as clerk with Messrs. Garneau, Limited, wholesale dry goods, Quebec. He remained with this firm 18 years and in 1898 joined the Parisian Corset Manufacturing Co., which was afterwards converted into a joint stock company. Mr. Ross was made vice-president. He became president and general manager in 1905.

The late Mr. Ross was a man justly esteemed for his sterling worth and manly character. His demise at the age of 48 years, in the very prime of life, has caused wide regret.

He was a member of St. Andrew's Society, and vice-president of the Quebec Curling Club. He was a member of Chalmer's Presbyterian church.

The business will be carried on without interruption under the management of the late president's sons, who have been identified with the company and actively associated with him for several years.

Rearrangement of Departments

The T. Eaton Co., Toronto, will have their store annex completed in a couple of months' time. When the new building is occupied, there will be a general rearrangement of the departments. It is intended to move several of the departments at present on the main floor to other floors. The dress goods will be moved to the second floor where considerably more space will be allotted. More space will thus be provided for the departments which are left on the main floor.

The toy department has been moved to the new building where the first and second floors will be given over to it. This move will do away with the thronging of the main building by children during the Christmas season.

The Woolen Mills Co. are opening a store in Moose Jaw. S. S. Golden is the manager.

Important additions may be built to the Hudson's Bay Co. store at Kamloops, B.C.

Tommy Burns & Co., Calgary, clothiers, will move within the next two weeks to more commodious quarters at 213-215 Eighth Avenue west. It was announced yesterday that the company expects to be in its new quarters by December first.

GOOD ADVERTISING

The Christmas advts. must contain that snap necessary to suggest the store's appreciation of the event.

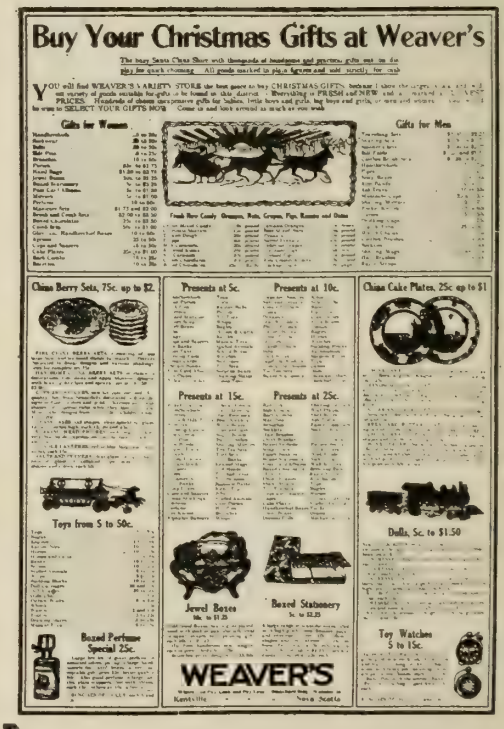
Examples of advertisements — Creditable publicity campaign waged by western firm to mark opening of store — Sarnia firm adopted two-color advertising scheme.

M. E. McKinnon's, Limited, of Weyburn, Sask., opened their handsome new store on Saturday, November 23. The event was advertised early, the publicity propaganda being conducted on a very wide scale. The advertisement reproduced was used in full page space, the opposite side being also taken by the firm for the purpose of presenting their best selling lines. Formal invitation cards were sent out to customers for the opening day.

The advertisement shown has many commendable features. The illustration at the top is appropriate for the occasion and the drawing has been executed with much skill. The introduction serves to explain just what the occasion is, giving a brief but graphic description of the new store. The various features of the opening day are displayed below. Altogether, a very effective advertisement.

The advertisement was backed up by a news story which appeared on the first page of the local newspaper. Cuts of all the officers, managers and buyers were inserted in this announcement. The article constituted an unusually effective publicity measure.





A Model of Condensation

The advertisement presented is one of a series of Christmas ads, written by T. Weaver, of Kentville, N.S. It is indeed a model of condensation. While the general appearance has suffered from the fact that such ample use has been made of each square inch, there is no denying the fact that, as a "suggestion list," it is a winner. The buyer with a long list of purchases to cover would find this ad. a veritable mine of information with plenty of suggestions. The number of lines featured has precluded the possibility of any one article or department being made a leader and it lacks something, possibly in the way of special appeal. It is well laid out and well balanced. On the whole, an effective Christmas advertisement.

* * *

A Two-color Ad.

An unusual feature about the ad. of Mills Bros., Sarnia, was the fact that it was printed in two colors. The words, "Mills Bros' Great Unloading Sale," and "Space Wanted in the Store," together with the firm name in each corner, were printed in red.

There are many commendable points about this advertisement. It is well displayed and splendid use has been made of price quotations. As an announcement of special values, it could hardly be improved upon in the space used.

The one fault which is at once apparent is the lack of departmentalization. A quotation on hose is found in the fifth column and again in the seventh. The articles are scattered without any apparent attempt at marshalling.

The general effect of the ad. is rather heavy but it possesses undoubted salesmaking force.


Mills Bros. SARNIA CANADA

Sale Will Begin at 8 O'Clock Saturday Morning

Mills Bros. IMPORTERS SARNIA CANADA

Mills Bros.

Great UNLOADING SALE

Commences Sat., Nov. 23rd and Ends Sat., Dec. 14th

Space Wanted in This Store!

FLOOR SPACE, WALL SPACE AND SHELF SPACE IS ALL AT A PREMIUM HERE NOW

No Bargains Like These Have Ever Before Been Seen in Sarnia in ANY Sale — ANY Time

Mills Bros. IMPORTERS SARNIA CANADA

Mills Bros. SARNIA CANADA

Manufacturing in the West

Montreal, Nov. 30.—A representative of a large manufacturing concern who was recently in the West on a business trip had his "eyes opened" to the wonderful strides being made in manufacturing. He writes:—

"I was lately told in Winnipeg that Canada starts at Winnipeg and goes West." If this is the case, we of the East can say with justice, that we have done a lot towards starting Canada, wherever it begins. Now the West is beginning to start off on a new tack—'that of manufacturing,—and if she would only let real estate alone for a time and really devote part of her glorious talents to manufacturing, she might do something worth while; this applies particularly to the manufacture of ready-to-wear garments, including shirts, ladies' wear, etc.

"I was surprised to see in the manufacturing department of a large jobbing house in Winnipeg, such up-to-date New York styles, and such a varied line of ready-to-wear garments, all manufactured on the premises. The materials used were by no means such as one might suppose would find a market in the wild and woolly West, but there were various English and American fabrics of the latest vogue, as well as the higher class of Canadian manufacture. In one of the shirt factories I visited, the garments looked as well made as any that are shown on St. James St., Montreal, or Yonge St., Toronto.

"What about the labor question? They tell me they have no more difficulty in this respect than we do in the East.

"And the question of power? Why, this has been overcome, and the city of Winnipeg is supplying all the power they want, and at a very reasonable figure.

"The labor question is being very largely solved by a number of immigrants who, coming to Canada to work on farms, cannot resist the call of the cities, and remain in or return to Winnipeg, Calgary, etc., where good wages and steady work are assured them.

"The West is certainly 'doing things' and manufacturing, especially of textile fabrics for ready-to-wear garments, is not going to be one of the least of her attainments."

The men's wear store of J. B. Rooney, 302 College street, Toronto, was gutted by fire. The loss is placed at $1,600, covered by insurance.



MILLINERY

Oriental Influence Felt

The influence of the East extends at the present time to millinery styles. It is even manifesting itself in regard to complexion. New York Horse Show fashions outlined.

The Influence of the Orient is Felt

Society women affect a chalky, mystic whiteness and frankly rouge their lips — Styles seen in the New York Horse Show indicate the trend of styles — The fur trimming vogue for hats and costumes is an outstanding feature.

New York, December 4.

HORSE SHOW week sets the social ball revolving and now, with the opera season on and society back in town, the retailers are happy, for it all resolves itself back to dollars and cents for them. Business, owing to the elections, has been very dull but the last week has brought prospects of bright days—bright enough to catch up what was lost before, for the demand is for the most luxurious, and consequently expensive, of attire whether it be for indoors or out.

The Horse Show had one surprise in store at least and, while one swallow never yet made a summer, the fact remains that the appearances of one or two bare-headed women at each evening performance was enough to set tongues a-wagging and the fashion writers agog. It is a step in the wrong direction and one that will, of course, not be encouraged, for the Horse Show has been famous always for its millinery. So many women have taken to going to the theatre hatless rather than going to the inconvenience of sitting with one's lap piled high or submitting to the delays contingent on the cloak room, but the Horse Show has been doubly interesting as a place to see and be seen in good hats.

ORIENTAL FASHIONS ARE SEEN.

As a substitute, these hatless women have worn Oriental bandeaux of gold cloth or silver caught directly in the front with a blazing jewel (not always real) from which a thin cluster of Paradise shoots up or an aigrette is mounted. Indeed there is a decidedly Oriental suggestion about many of the costumes. Draped skirts, most suggestive of the full trousers worn in a Turkish harem, and floating scarfs and toga-like wraps are everywhere in evidence. The Oriental draped bandeau is most becoming and has the added charm of novelty.

THE LATEST IN COMPLEXIONS!

Here it is not so irrelevant, as it might seem, to refer to the newest complexion ideas. A chalky, mystic whiteness, a dead Oriental pallor with frankly rouged lips and eyes that are shadowed by artificial means, is the latest in complexion and perfectly in harmony with the draped head covering and Turkish trouser skirt. Many of the head bandeaux have a puffed cap of Malines to match the hair. A wide jet bandeau with black Malines and a snowy Paradise was the headdress of one grand dame.

EXTREME PICTURE HATS WORN.

In direct opposition is the extreme picture hat, gigantic actually in its proportions, which so many well-known women have affected. These hats have not always been black either. Even with a colored gown one sees hats of a different color—a rather unusual affair seen repeatedly this season.

White hats have not been seen as much as we were led to expect. White plush is the first choice in white millinery and these hats most often are faced with black or some color and not infrequently have some color in their trimming. Large black hats, simply trimmed with one or two gardenias, lying flat on the brim, were very effective, as were also those trimmed with white fox and white paradise, the very latest extravagance in millinery garni-

ture. Not all hats worn are large, of course, but the average woman clings to the picture hat for dress wear. Young girls, even children, are wearing close-fitting bonnets and draped toques while their grandmothers wear broad-brimmed hats!

The most often repeated method of trimming is either directly in the front or directly in the back, and some ultra models have a curiously mounted stiff feather at both points. The elongated side line is very greatly emphasized and feathers are often mounted at the very edge of the back brim and curl over, extending the line much beyond the line of the hat proper.

FRONT TRIMMING GROWS IN FAVOR.

A fashionable motif is four or five long strands of paradise (by the bye, these sell for one dollar a strand these days) fastened to the extreme edge of the front brim, the strands being mounted to stand erect. Often a hat is not trimmed in any other way. The front trimming idea is growing in favor for small and medium hats, particularly those that have a soft crown, as many hats have this season.



Advance spring millinery model on the Tain order—The underbrim is of velvet and the fancy feather is of straight ostrich.

Fur is the trimming par excellence for all articles of outdoor apparel and for ball and dinner gowns and even for negligees. Mole, skunk, civet cat and fox are the most popular pelts. Every smart woman has a fortune in furs these days.

The coats are draped and very ornate, the newest being short and three-quarter length; this applying to cloth coats as well. Collars are short and square looking and muffs are large and often of the bolster or round variety. Bands of fur are in most demand. Everything is trimmed with a band of fur from one's hat to one's skirt. Even the jackets have fur bands around the bottom, changing, of course, the fashionable silhouette from the now familiar slender line to a broader one. Fox of all kinds, raccoon and opossum are also used as is seal and the endless imitations.

Chinchilla is regarded by many as the coming fur, for it is seen in quantities at the Horse Show and as it has not been much used for some time it is not unlikely that it will become a fad. Long coats of chinchilla are very fashionable, although mole is the fur of the season just as grey and taupe are really the season's colors.

The papers have all commented on the fact that much black was worn at the show, its closest rival being white and this with the number of taupe and grey costumes resulted in a rather sombre color scheme. As usual, rose and brilliant cerise shades were used for trimming.

Mention must be made of the vogue of artificial flowers. One large rose—very often a black velvet one—is the smartest corsage. Sweet peas and gardenias are also favorites. Artificial violets are seldom worn, other flowers having the preference.

A number of dress hats are trimmed very simply with flowers, large velvet or silk flowers being used. White kid and other wax-like gardenias are very smart used sparingly on large velvet or fur hats. Few hats, however, are made entirely of fur, it being used more as a trimming.

METAL LACES INTRODUCED.

The Tam o'Shanter crown has had a big success but its day is numbered for the smartest trade. The great number of hand-made hats worn this season argues for its popularity in the Spring as well. Metal laces, gold, silver and steel, are now being introduced in millinery so that lace may be used for the Spring hat, particularly since last year that point was agitated, with, however, but little result. The only laces in demand at present are the shadow effects in black or white and these are the choice for veilings as well, although shadow veiling in taupe, purple and colors to match the hat have met with considerable success. An accordeon pleated veil was launched in the market but needless to say proved no great success. Accordeon pleated waists and dresses have, however, been well liked, particularly the latter and for evening wear.

A fad for rhinestone and other glittering trimmings is imminent. Rhinestone hatpins, cabochons and other novelties are being shown in the smart shops and are to be popular for Spring, those in the know tell us.

READY TO WEAR GARMENTS



The Buyer's Viewpoint

The accompanying report gives all features of the Chicago convention. Although style has been the important consideration at past conventions, it is interesting to note that matters of trade organization were discussed at some length.

Styles of Coming Season Decided

Salesmen admitted for the first time, and salesmen's day in future to be a settled feature — Most enthusiastic and instructive discussion of garment trade problems and splendid style shown — Many addresses given by speakers of prominence including an explanation of the workings of the newly constituted Chamber of Commerce of the United States, by Harry A. Wheeler its president, and one on cost accounting and cost keeping by Mr. Emerson, of the Emerson Co. of New York.

NOTHING succeeds like success, and the National Cloak, Suit, and Skirt Manufacturers are proving the truth of that proverb. The 21st semi-annual Convention held last week in Chicago was a very evident proof of this; for from every point of view the convention was an advance over those previously held. The attendance was larger, over 400 being present, the enthusiasm was greater, and so was the command and insight with which the various problems, connected with the garment trade, were discussed, and last but not least the style shown was bigger and better than ever before both as to the character and the number of the garments shown. And if the weather may be held as a contributing factor that experienced in Chicago during the two days of the convention was of the very best brand.

An innovation, that was such a successful feature that it is to be continued, was the attendance of the principal salesmen representing the different manufacturers who are members of the association. And their presence resulted in some very animated and interesting discussions that brought out clearly both the manufacturers' and the salesmen's points of view upon important trade problems, and a mutual understanding that must ultimately help in their satisfactory solution, and in the smooth working out of the same.

At this convention it may truthfully be said that the educational and constructive work of the association has at last taken precedence of the style features, and this has come about without in any way detracting from their influence and importance. It is, as it were, that the work of predicting and settling the main features of the ready-to-wear styles for the coming season has been so satisfactorily performed in the past that this point can now take care of itself, leaving the association free to work out the many other important problems.

PRESIDENT PRINTZ, in his opening address, sounded this note when he said "that a great majority of the merchants of this country believe in industrial activities that tend to make trade conditions fair. They believe in honest industry succeeding upon its merits and having denied no just opportunity to its competitors. To secure these conditions is the work of this association. We wish to obtain our ends, not by arbitary action, but by securing publicity and by education. We must avoid hasty action, ours must be the rule of reason. Our sense of justice must be supreme, that retailer, salesman and manufacturer alike be benefited. Our progress has been steady in the past

"Pullan Garments"

MADE SINCE 1902

Exclusive selling agency granted of the Pullan Garment, where we are not already represented.

Our Exclusive Range of SUITS, COATS, SKIRTS For Spring is now Ready

OUR Spring line of tailored models is now being shown to the trade. Should our salesman not call on you in due course we will consider it a favor if you will notify us.

Orders we have already received show that our line is approved by the shrewdest buyers.

We are constantly adding new styles as fast as the leading fashion centres inaugurate them. This is a decided feature for the visiting buyer.

We are making a large showing of Ladies' and Gentlemen's English Raincoats.

M. PULLAN & SONS

An exclusive Cloak, Suit and Skirt House.
Pullan Building, Bay and Wellington Sts., TORONTO.
Montreal Office, Lindsay Building

year though much remains to be done. We have materially increased our membership. We have installed the Credit Clearing Bureau and have greatly benefited by the important recommendations of the Welfare, and the Style committees, and that for the exchange of information."

Secretary Frankel in his report, also called attention to the fact that the greatest good that came from the operations of the association was not in his opinion derived from the edicts of the style show, important though they were, nor from the work of the Credit Bureau, nor that of the exchange of cloths, nor from the fact that certain fixed rules have been established to govern if possible some of the policies which form the basic and fundamental foundation of the wonderfully large western cloak and suit manufacturing institutions, but in the general good fellowship, the ripening acquaintance and good fellowship that is developed among the many members; in the fact that competing manufacturers in different cities were ready to bury their differences, and on two or three days in the year calmly, dispassionately discuss the abuses and discrepancies of their different businesses to ascertain whether there was not some common ground of meeting for eliminating the same, and for the uplifting of the industry to which so many of us have given our lives.

RETAIL EVILS CORRECTED.

It has not been uncommon in the past for manufacturers and merchants to fight each other by the cut-trade method until the sheriff would stop the carnage by putting one or both out of business. And in the retail trade store-keepers used to keep open until eleven and twelve at night for fear a competitor should capture a belated customer, or make Sunday trips to their stores to accommodate forgetful customers, or when the man, who had been hoodwinked with an uncollectable account, was delighted to see his competitor's delivery van stop before this customer's door. Now, retail merchants' associations have changed this and have brought about a six o'clock closing hour, a full day's rest on Sunday, and for mutual protection has been established a credit report system, so that a customer that is heavily indebted to one merchant can never hope to get further than the next without the cash to meet his purchase, and more than all the merchants can meet as friends.

And this is what the National Association is and has been doing. It is striving to do better in the future. One great cause for the advancement of the garment industry in the West and its increasing ability to give better service to its customers lies in the personnel of the National Association. In its membership there is so much working capital represented; so much actual creative constructive force; such style knowledge ready for instant use; such close knowledge of the consumers' wishes and desires; such satisfactory garment making ability that when salesmen go out representing large western institutions they have the confidence that they are showing the best garments adapted for their trade that can be made in the country. "In matters that affect your interests in practically the same way," he said, "you have been broad enough to be able to see alike. On points where each manufacturer thinks his methods are the best, there is of coure, a difference of opinion, but there is to-day more uniformity in your methods and this has not detracted one iota from the individual characteristics and plans of the separate firms comprising this association.

"Organized in 1902 and holding two meetings each year, the association has grown greatly in influence. The interchange of ideas has been profitable not only to the manufacturer, but to the buyer and also to the workers in your factories. At the different meetings matters of vital interest to the business such as style, special measurements, reduction of sample lines, sending of goods on memo; disposition of sample lines, cutting stock in advance of orders and many other subjects have been exhaustively discussed. And practically altogether owing to the influence and efforts of this association opening sales have been abolished, and a better understanding and a greater uniformity in the matter of terms has been brought about.

Report Of Style Committee

Jackets.—Simple tailored suit style will approximate with length, twenty-seven inches for average height; cut-away type will have graduated lines somewhat longer.

Skirts.—No material increase in width, but with slight drapings and plaitings to give novel effect.

Coats.—Three-quarters to seven-eighths length cut on straight lines. Medium length blazer or sports coats, and full length coats to have some representation.

Lines.—No radical departure from prevailing straight lines, but slanting seams in the back, and graduated lower lines of garments will give tapering effect.

Variations. — Shirrings, drapings, and belts, and simulated belt effects to give long effect from shoulder to hip.

MATERIALS AND COLORS.

Velour de laine, wool corduroy, ratine, serge, diagonals, whip-cord, worsted suitings, cravenette, tricot or imitation knitted cloths, fancy rough cloths, charmeuse and heavy corded silk.

Navy and dark novelty blues, black, golden and cinnamon tans, black and white stripes, checks and mixtures, taupe and grey.

VALUE BREAKERS
TRADE MAKERS

FOR THE

HOLIDAY TRADE



No. 358

$15.00 doz., Net Lined
18.00 doz., Silk Lined

"A WINNER"

Fancy allover net waist, striking plauen motif in front, artistically blended with fine val insertion, finished to waist with strip of ball fringe, sleeves and cuffs also edged with fringe.

White or Ecru Only



No. 362

$27.00 doz., Silk Lining Only

Specially fine weave net, embroidered allover in effective woven design, trimmed around back and shoulders, extending on to front, and finished with pleated frill and buttons.

Black or White Only

IMMEDIATE DELIVERY

WE GUARANTEE
SATISFACTION

Crescent Manufacturing Co., Limited

2 Inspector Street, Montreal

"Another successful feature is the working of a department in connection with this association for the sale or exchange of cloths and other materials that members would like to dispose of or are in need of. A further development in this direction lies in the arrangement brought about during the past year whereby the co-operation of the Cloak, Suit, and Skirt Manufacturers' Protective Association of New York and this association will co-operate thus giving members field in which to dispose of odd pieces and the securing of cloths in return. There has also been co-operation with the eastern associations on the matter of fighting the limitation of baggage question.



No. 1. Draped gown of deep Persian blue, plain and velvet brocaded charmeuse, with vest of blue chiffon over white. Gold passementerie masks the closing, and is repeated in the girdle effect at the waist. The sleeve is one much used for dressy gowns at present, and would seem to point the way for similar sleeves next spring. Back and front combined gives a clear idea of the latest form of collar. The collar is of heavy Russian lace, and has an edge of the brocade. Note the bolero effect given the waist at the back. See back view.



Back view of No. 1.

Nor must the important work done by the style committee throughout the year and by means of the semi-annual style exhibitions given under their supervision be forgotten. This one feature has been of more actual value to the manufacturer than any other tangible thing the association since its inception has done, for it means a great deal to the manufacturer to know that the garments his salesmen are showing to the trade are designed upon the same general lines and ideas that other makers are showing. And in fact the retailers are also following these recommendations in making their purchases, feeling satisfied to do so when styles shown to them are based upon the recommendations of the association.

COST ACCOUNTING SYSTEM.

The latter part of the first day's afternoon session was taken up by a practical illustration outlining a system of cost accounting and keeping suit-

Togs For Younger Members

There's money in children's dresses if they are

"STAR BRAND"

Spring Range Now Ready

Our Spring, 1913, range is the most complete that you will see this season. Nothing is missing to make it a blue ribbon assemblage.





From the dresses of the little tot to those for the young miss, from the serviceable print and gingham to the dainty muslin, all are there.

Every style contained in the "Star Brand" Spring, 1913, range of children's dresses is absolutely new and correct in every detail. The workmanship is up to the high standard of "Star Brand" garments.



The highest quality prevails throughout the entire range and the values are consistent with this quality, making the line a favorite with merchants who place a high value on their reputation, and who consider value for their patrons as well as profit for themselves.

There is money for you in children's "Star Brand" dresses.

Send for samples and prices to-day. See our range of women's waists and dresses.

The Star Whitewear Mfg. Co.

BERLIN :-: :-: :-: ONTARIO

able for the use of the members of the association. The Emerson Co., of New York, have for some time been engaged in perfecting this system and it was outlined by means of a blackboard talk followed by an informal discussion. Materials, labor, maintainance were placed as the three great cost items, and it was further pointed out that these items were direct and indirect, and that the importance of so subdividing them lay in the fact that no item of cost escaped, that the method was comparatively simple and that the proper expenses and charges were thus all taken into consideration in figuring the price of garments.

Reference was made to the good work done by the trade journals in bringing to the notice of the retailer the style recommendations, and other helpful features of the association. In this connection it was pointed out that to have the style recommendations given a wider publicity so that they should stand as the predominating ones for the following season was of the utmost importance. It is not enough to have the trade journals give them publicity. There should be a further step taken in order to bring these style recommendations more forcibly before the buyer, the retailer and the ultimate consumer.

Three of the most important merchandising questions that confront the association are relative to special orders, the sending of goods on open order, and the unfair returning of merchandise. Another important matter is the disposal of the sample line which, now that there are so many manufacturers in the field, is becoming a question of no small importance. It is stated that with some big firms it is not unusual to have $10,000 worth returned in one month in the busy season, and that returns average $5,000 all the year round. It is nothing for a house to lose 6 per cent. of its gross business in a year in this way and added to this is the expense of return freight and express charges. This is one of the most pressing of the many problems this association is working upon and one of the most difficult to deal with, and all the more so because an association of this kind seldom realize the immense power that they wield until they have actually put their efforts to the test. When they do so the members will be surprised at the ease with which the suggested reforms will be accomplished.

The style exhibit—the displaying of the models illustrative of the ideas of the manufacturers who are members of the National Association for the Spring season of 1913—took place as usual on the second day of the convention and drew forth the members of the organization in full strength. As the taking of drawings, sketches or memoranda of any kind was strictly prohibited, the exact number of models shown cannot be given but a conservative guess would reach near to the hundred mark. As far as could be judged about an equal number of suits and coats were shown besides a number of tailored dresses and half a dozen separate skirts. This small number no doubt was due to the fact that there is little or no difference in style between the skirt intended to be worn separately and the one made to complete a suit.

MATERIALS AND COLORS.

Navy blue certainly continues its long reign as the favored color, and this was particularly true as to suits. Suits of fine serge were most in evidence, but navy suits developed in face cloth and diagonals, and in the newer Bedford cords, wool corduroys, ratines and velour delaines were a big feature of the style show. Black was also well to the fore in all the above fabrics. Deep shades in novelty blues and one or two models in Copenhagen completed the blue collection. Next to blue must be



Draped cloak showing new tapering outline. The shape of the fur collar is new and is one that promises to be prominent in the coming spring.

CULTURE GARMENTS

We're Ready With Our Spring Samples

Suits and Coats in the widest variety in sizes for both misses and women, women's and misses' dresses in a most complete showing are invested in the "Culture" line. Every garment has a style that is individual, correct and attractive.

Culture garments are now on the road and will be presented to the trade in their complete range. See them early.

Ontario Cloak Co., Limited

Darling Building

SPADINA AVENUE TORONTO

placed black and white. Black and white was particularly strong in Bedford cords and in small shepherd's checks in fine worsted suitings. Tans were strong both in amber or golden shades and also in the newer chestnut or cinnamon tans. Bedford cords in tan and black stripes were well employed and some of the diagonals were in mixture effect. Both tan and grey whipcords were featured and both velour and ratine were used in pale tan not far removed from amber. Bedford cords in varying stripes of black and white or grey and white were used to develop some of the handsomest and smartest suits shown, and the few all white suits were of this material. There were quite a number of suits of shepherd's check but beyond this, as far as suits went, no checked materials had any representation. Taupe is the novelty shade and a few models were shown in this color. Just one cravenette suit in a tan shade was shown.

Trimmings.—Buttons stand first, and ball and olive buttons in pyroxylin and galalith are very much used on black and white, and on blue, where facings are of white, many buttons have white or striped bomb centers with a black rim. A new idea is to have two eyelets similar to those used on a shoe and the button is so sewed on as to appear laced. This idea is adopted for covered buttons and forms quite a welcome change. Buttons covered with the material and pearl buttons also had a representation.

Braids, both plain silk binding braid, novelty braids and soutache were all used. Quite a number of suits had the edges bound, but in other respects braid was only sparingly used and the same applies to passementerie ornaments and frogs. Moire, brocaded silk, printed ratine, flowered and fancy silks as well as touches of bright colors such as Besnard red, cerise, bright green and royal are introduced in the form of pipings and straps and many lace collars are used.

Simple tailored suits have the plain notched or the shawl collar, but the newest form shows long revers and a collar that just reaches over the shoulder and is either rounded or cut square at the back. These collars are also seen on models that have no revers, the coat being finished with a narrow bias band of moire. Collars and revers are as a rule of different fabric, the revers being faced with black moire and the collar being of brocade, printed ratine or fancy silk.

SIMPLE TAILORED COATS CUT STRAIGHT AROUND ARE WAIST LENGTH, THAT IS FOR THE MEDIUM FIGURE 27 INCHES. Some fancy models were shorter than that, but it should be stated that they were not numerous. One of these was a Russian blouse model with blouse and peplum belted in under a narrow belt of the cloth at the waist, and another showed a tube skirt surmounted with a hip length coat cut on perfectly straight lines. This suit was of a two-toned tan Bedford cord and the trimming was of bias bands of the same striped goods.

THE COAT MODEL THAT FINISHED THE GREATER NUMBER OF SUITS WAS THE CUTAWAY THAT SLOPED MORE OR LESS GRADUALLY TO A BLUNT POINT AT THE BACK. Evidently this model was in the minds of most designers and, judging from the number shown, this ought to be the most prominent model in the coming Spring. Many models had belt effects that went wholly or partly round the waist. Some noticed had this belt of fancy braid going across the back panel and round one side alone to the front and finishing there with a frog ornament that formed the fastening. In some cases the simulated belt went only across the back panel and often the waist part was shirred to the belt.

Many belted coats on the Norfolk order completed the misses' models.

SKIRTS SHOW LITTLE CHANGE. They are just about the same width as last season and both the wide paneled and the narrow paneled back, as well as the four-piece skirt paneled back and front, are used. Simulated tunics, a simulated split backed with an inlet of the material and kick pleats, are all present. The only element of novelty is given by the introduction of pleated panels and panels completed by pleats. Drapery is introduced conservatively by means of a little extra fullness or length of one gore pleated into another by means of shallow pleats, or a little extra length is taken up by means of shallow tucks. Sleeves are the regulation coat and the cuff trimming is not allowed to break the outline, a row of buttons up the outside being the usual finish.

COATS INDICATE THE NEW TAPERING SILHOUETTE.

Interest began to quicken when coats came along, and the number of beautiful models shown were well worthy of the marked attention bestowed upon them. The big majority of the models were three-quarters and seven-eighths long, only a few being full length, and also a few Norfolk blazers in wrist length being shown. The straight line cut, either tapering somewhat in reality or in effect and rounding more or less to the front, was universal. This tapering appearance was given by giving a kind of an inverted bottle neck shape to the back panel of the coat. That is, the back tapers down in bottle outline from the waist and this effect is heightened by the cutting of lapels in one with the back panel that are stitched down onto the side seams of the coat and give an added appearance of width to the panel at the waist line. The most important new point seems to be that no attempt whatever is made to define the waist. In fact in one of these new coats the waist line is lost, and the new coat is loose—not

LADIES' WEAR, LIMITED
TORONTO

Dressy Waists

THE Waists now being shown by our salesmen uphold our claim to absolute originality of design, and are peerless in the quality of material and workmanship.

Fine Cotton Voile, Embroidered Lawn, Chiffon, Fancy Silks, in fact anything that is real smart and dressy may be seen in our line.

We have 18 salesmen who know the business. See one.

Ladies' Wear, Ltd.
TORONTO

W. F. Goforth
Managing Director



Please mention The Review to Advertisers and Their Travelers.

baggy though—to the hips and then tapers down. Very smart coats are cut to be narrow at the feet, but for popular wear this effect is gained by the tapering of the back panel and by the lapels attached above the hips.

Several coats were seen that were a departure from this rule. These were cut in the fashion of some English overcoats and the fullness arranged in two inverted pleats, one close against each seam and the fullness confined with a belt. Other coats are in Norfolk effect with the pleats finishing under a broad belt set well below the waist line. But, no matter how the cut varies, the straight line effect is preserved. Some coats had the sleeve cut in one with the body of the coat and those of charmeuse were draped at the back.

The useful coat was of serge though this may not apply to models in sky blue and amber tan. Bedford cord in white, black and white and in solid colors came next in point of numbers. The smart cloths, however, were rough finished such as velours, wool cords, ratine and brushed or blanket finished cloths. Black and white checks in these cloths were very handsome. The novelty cloth was the tricot or imitation crochet or knitted fabric. It was evident from the models shown that this cloth was hard to handle.

Nearly all coats had the low front fastening and revers and collar of contrasting materials, and the collar, before described when suits were mentioned, that just comes over the shoulder was very much in evidence.

These were very smart and trim and all had some kind of vest effect and a belt or sash. One new feature was the use of wide fancy ribbons for trimming purposes. The sash was of the ribbon and so was the vest, and ribbon was inlaid into collar and cuffs. Two or three dresses had a bolero over a draped vest and high girdle of silk. The neck was as a rule finished with a low round collar and pleated jabots of fine lace were often added.

One dress much noted was of black and white striped delaine with a floral border. The border was set on half way up the skirt and the skirt knife pleated. The border formed the vest in front and the cuff of the straight three-quarter length sleeves and both sleeves and neck were finished with a pleated frill of lace and net. Separate skirts need no comment because they were identical in cut with those completing the suit.

Some Paris Models

New suit models brought over from Paris to serve as ideas to work from for the coming Spring are totally impracticable from the viewpoint of the general trade. Therefore, it is expected that on this market the seller in Spring suits will come in plain tailored models developed in whipcords, serges, coverts, Bedfords and tweeds. Great prominence is being given to white suits and here whipcord and Bedford cord are taking the place serge has held so long. Navy and dark blues, browns and tans and greys complete the color line, and black promises to sell better than usual. The tweeds are used for Norfolk suits chiefly for misses' and small women's wear.

The description of some late Parisian models will not be uninteresting to the suit buyer. Many of the coats are quite short, ranging from 20 to 24 inches and some models are shorter in the back than in the front. A model that showed this was of navy blue matelasse and velour de laine, the coat being of the matelasse, and draped skirt of the velour de laine. One side of this skirt showed the material in cascaded folds, each point of which was decorated with a silk tassel and the drapery resulting was drawn away on each side in pannier lines. Another model was developed in green broadcloth with collar and cuffs of silk ratine brocaded in a floral design in high colors. The skirt to go with this jacket was of black satin. Another model was of grey brocaded poplin with a straight short coat with revers of flowered silk and an elaborately draped skirt.

All these models showed the new slender vase shaped outline narrowing down from the hips and extremely narrow at the foot.



Outing dress of white pique, trimmed in black and white. Shown by The Eclipse Whitewear Co., Ltd.

Spring Announcement 1913

Clayson GARMENTS TORONTO

Clayson GARMENTS TORONTO

The Clayson Showing of Spring Dresses Surpasses our Expectations

We have taken time and spent money in gathering the very latest fabrics and trimmings from the markets of Europe.

Our Designing Dept. have studied the style tendencies shown in Paris, New York and London, and have adapted the best ideas to Canadian needs.

We have purposely delayed showing our new Spring Models, so that we could present the latest and best and that our customers would be assured of stylish, snappy models. Right in every particular.

Salesmen will show range in Ontario Dec. 10. Northwest Provinces, British Columbia and Maritime Provinces Jan. 10.

THE CLAYSON CO., LIMITED

Manufacturing Women's Skirts, Dresses
Misses' and Junior Girls' Dresses

280 College St. **Toronto**

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Refined, Free Advertising



Advertising that lives

The best ad is the one that constantly reminds a person of the place where satisfactory purchases were made.

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If your goods are satisfactory why not label them? It shows your faith in them.

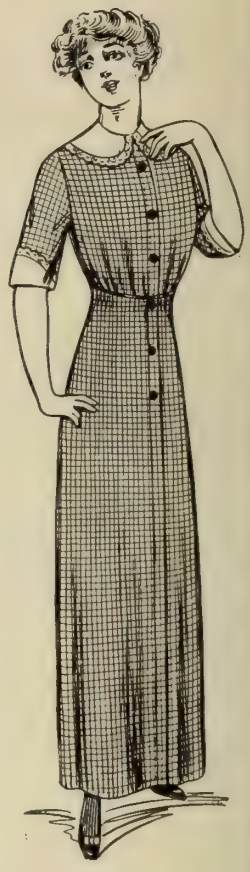
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THE
COLONIAL WEAVING
COMPANY, LIMITED
Peterboro', Ontario

TRADE Feick MARK

This label in your Misses' Spring Dresses is a safeguard to a satisfactory business. It is the label that answers good profits without the usual chance.

We are making a specialty of Misses' Dresses in exclusive stylish models from high grade materials. Every garment is a real salesmaker and will prove a winner to your department.



Style 105
$12.00 per doz.

Send for our samples. We give special attention to mail orders. Satisfaction always guaranteed.

THE FEICK
MANUFACTURING CO.
BERLIN : : ONTARIO

Northway GARMENTS

Snappy Spring Styles

¶ The 1913 Spring styles in Northway Garments are unusually smart and attractive.

¶ Their selling merits are unquestionably apparent in their design, workmanship and materials.

¶ Through their satisfactory giving service a prestige has been established for Northway Garments, extending from coast to coast.

¶ Perfection of fit eliminates alteration worries and the superior excellence in workmanship of Northway Garments will add new friends to the cloak department.

¶ You will appreciate the advantage of handling the Northway line when you see the Spring range.

John Northway & Son

Limited

91 Wellington Street West

TORONTO

Trade Patrician GARMENTS Mark

The "Patrician" Spring range of Suits and Coats are now being shown to the trade by our representatives.

They are classy garments that are inexpensive. Their value consists of Quality, Style and Price. We will be pleased to demonstrate.

PATRICIAN CLOAK & SUIT CO.
SAMUEL BLDG., SPADINA AVENUE, TORONTO



Increasing Sales in Your Underskirt Department

A very noticeable feature of the trade is the renewed demand in underskirts.

The new season's topskirts are slightly wider—using pleats — styles which require underskirts.

With the opening of the season the underskirt demand will come on with a big rush—are you ready to meet this demand with these two big sellers:

Blackeye Underskirts

made of the best quality silk mixture. Blackeye rustles like silk—has the lustre of silk—but is much more durable than any silk or other silk mixture made — and costs only half as much.

Every skirt is guaranteed not to cut nor split—we sew this guarantee label on every band:



Egyptine Underskirts

Egyptine is a material made of a special Egyptian yarn which has the weight—the appearance—and the rustle of fine taffeta silk. Guaranteed absolutely not to split nor crack.

Look for this guarantee label on every skirt band:



Every wholesaler can supply you.

The Canadian Converters Co. Limited
Montreal



Trade Allens Mark MADE IN CANADA



SOME OF OUR 1913 SHOWING OF SMART WAISTS

Delayed deliveries are unknown to the Allen Brand of women's and children's wear. Our aim is to give unequalled service, both in prompt delivery and satisfactory goods.

You can always look for the best value in the trade under the above label. It is the safety valve of hundreds of ready-to-wear departments. It is a protection to you as well as your patrons.

The four waists here illustrated represent a quartette of values that are hard to beat. The entire Spring range is at your service. Wire or phone to-day. Our representative will call.

Our Delivery Service is Prompt and Reliable

Wire or 'Phone Your Orders To-day Long Distance Phone Adelaide 966





Allen Manufacturing Co., Limited

105 Simcoe St. Long Distance Phone ADELAIDE 966 **Toronto**

Home & Watts
Childrens Dresses

Dainty Little Models For Spring



There's a daintiness about Home and Watts' Children's dresses that is most fetching in its appeal to mothers.
Even the little gingham school and play dress has a refinement that usually does not go with this apparel. The Home and Watts' Spring line is now on the road, and will be presented to the ready-to-wear buyers in the near future.
Samples sent anywhere on request.

HOME & WATTS Limited
19 Duncan Street, Toronto

"Thistle Brand"



TOURIST AND MOTOR COATS
WATERPROOFS & RAINCOATS

represent the best values in this line of coats in the trade. Our 1913 range of samples is most complete. The styles represent the leading fashions of the day. Let us submit our samples for your approval.

Drop a card to-day.

Scottish Rubber Co.

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Kaybro REG'D
PETTICOATS
THE FORM FITTE
Patented Aug. 30, 09



No. 971—Soft silk taffeta with emb. panel in accordion pleating.

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Profits

Kaybro petticoat profits mean indefinitely more than dollars and cents with the first sale. They mean satisfied customers and future sales (not only of petticoats, but of other lines). The Kaybro range is large, the styles are right and the fit is perfect, because of the neat adjustable band that eliminates all bulkiness. Take the Kaybro side this season.

McKay Bros., Limited
182 Spadina Avenue
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Something of Interest to Every Store in Canada

We make deliveries within five (5) days of receipt of order.

Order an assortment for your Petticoat Department now.



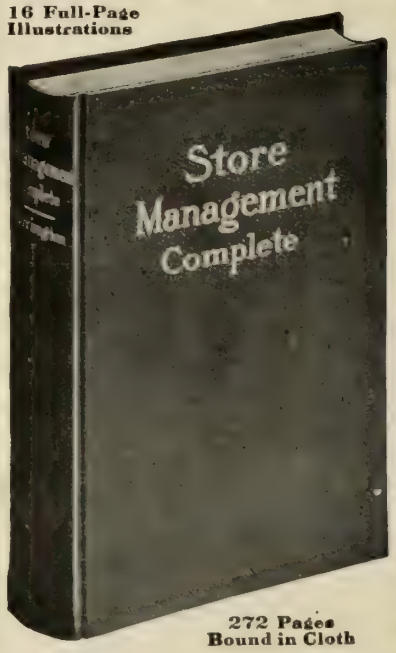
No. 157 $16.50 per dozen.

No. 157—a Messaline Silk Petticoat with a French pleated ruffle. This is a number that sells on sight. It is made in the following colors: navy, white, brown, green, purple, king-blue and black. The flounce measures 80 inches.

AMERICAN SILK GARMENT COMPANY
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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

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Here is a sample:

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Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

The Barrel Figure is the Latest

Though curving out like a barrel at the knee, this new figure emphasizes the slender silhouette — Lines of fur used on fashionable dresses — Many varieties in cut and length seen in the new suit coats

Paris, December 2.

THERE are three distinct styles in dress that can be definitely traced in Paris to-day, and the newest of them all gives a silhouette that is distinctly new, and because of the bayadere effect of the trimmings that is used, gives a barrel-like shape. More strange than all, this new figure still emphasizes the slender line. A gown of this class seen at Longchamps was developed in pinkish chestnut velvet trimmed with lines of marten fur. These lines were very narrow and there were seven of them, the first placed about five inches above the hem and the rest about three inches apart. These bands slightly stiffen the skirt and hold it out. The skirt is fulled evenly in all round the waist line, and in spite of this and the lines of fur, the effect is distinctly slender for, of course, no petticoats are worn beneath.

The costume is completed with a smartly cut loose coat rounding up in front and trimmed with two bands of marten fur, meeting a large shawl collar of the same. This muff carried is a small round one; for small round muffs are again worn, and it is the band or cuff of fur around the cuffs that has brought this change about. With the deep fur cuff trimming the sleeve, it is not possible to bury the hands deeply in the large muff and, therefore, the size of the muff has been reduced so that the fur cuff is made visible and reasonable. There is quite an air of the mid-Victorian period about this costume, and this period it should be noted, in spite of fashion's many-sidedness, is one that in some form or another is constantly coming to the front.

Talking about muff fashions, a decidedly eccentric one that has taken hold in Paris is the wearing of small muffs that look like pet poodles or other diminutive animals. These are carried very much as a small animal would be and have places for the hands in what would be, when living, the animal's stomach.

THE MOST FAVORED MODES.

I have described the newest and now I will describe the most favored of Parisian modes. Gowns of this class are developed in velvet, ratine or velour de laine. The skirt is cut narrow and straight and has for its only trimming a wide band of skunk or fox fur. The skirt trails at the back and rounds up into a U that exposes the feet from the ankle down in front. This skirt trails on the ground at the back or at the side, and the coat that completes it is short and square with rounded front corners and long, tight, set in sleeves. There is a large collar of the fur and the costume is completed with the large flat muff that accompanies the slim tightly-skirted figure.

The modish draped skirt has many followers and quite a few models show the new silhouette produced by means of a flaring tunic or peplum.

The favorite color for street wear is blue, if the fabric is cloth, or black if it is of velvet.

NEW SUITS PLAINLY TAILORED.

The new tailored suits are extremely smart and though distinctive in touch are very plainly tailored. A typical suit was of dark blue cloth with the skirt hanging loose from the high waist-band and flaring just a little at the knee. From thence down the skirt tightens, and, to make walking possible, a slash, that is faced back and laced together with heavy cords, is cut up to the knee. The coat is cut-away in front but is cut square across the back, and the large shawl collar and the cuffs, that finish the tight sleeves, are of skunk. An extremely novel touch is given by the pleated frill of Malines lace which hangs above each sleeve just above the cuff along the under-arm line.

Another suit of black velvet has the large collar and cuffs of white fox. The plain skirt is made to look tighter than it really is because of the decidedly flaring coat which is almost like a tunic and which buttons up the front under a line of covered buttons. This coat, though not a cut away, slopes up gradually, to meet the line of buttons, and comes to a point in the middle of the back.

Decidedly more novel and striking, but more so because of its cut than because of its elaboration, was a third suit of bright blue zibeline. Two decidedly new style features embodied in this suit are the sleeves of contrasting material, in this case velvet, and the flat pleats in which the skirt and coat is laid both back and front. The jacket is wrist length and slightly cut away in front and they are confined at the waist line by a broad patent leather belt which slips through a cloth covered buckle in front. With this suit is worn a long boa of white fox, put on, as all boas are now, in reversed fashion. That is, with the centre drawn under the chin and the ends hanging down behind.

THE HAT STYLES.

At the present time the tam hat is ubiquitous in Paris, and, though the majority have a narrow turned up, close fitting brim, some just finish with a band of fur. Black velvet is still the leading hat fabric but aigrette and osprey are being superseded by soft tufts of paradise feathers. When first seen these tufts were placed as close as possible to the edge of

the brim. Now they are placed over the edge, and some of these clusters are bound together and are in shape not unlike a feather duster.

For the most part the outdoor hat is smaller and is designed on smaller lines. This applies in some measure to dress as well as street hats. Some dress hats are decidedly large and very flat, but the smartly designed small with the tam or the bowl crown is the big leader.

—⊙—

Keeps Record of Coats Sold

An Orangeville store finds this method an aid to selling — Introducing snap into a reduction sale — Bright merchandising

A record of all coats sold, with the name of the purchaser, the sizes and other particulars is kept by Ritchie Bros., Orangeville, not only for purposes of comparison, but as an aid in clinching sales.

A customer enters the store with the object of looking over the coats. Through his knowledge of the entries in the book, the salesman at once realizes that the customer or some member of her family either bought of him last season or had not done so. Whether one or the other, he has a special talking point. If she bought there last season, he knows the price, the color and has some idea of the style. He is able to show unusual interest in her requirements and, as it has worked out, she appreciates it. If she has not purchased a coat there before, then the salesman has an additional incentive to effective display of goods. The book also enables the salesman to know whether a customer's neighbor has purchased a coat there and of what style and price. These facts he can also use to advantage, and what is quite as important the book posts the department as to old and new customers and from it a conclusion can be quickly formed as to whether the season will surpass that of the year preceding. It is a guide against duplication also, although Ritchie Bros., like any other wideawake firm safeguard themselves against this by purchasing only two of any prominent style. At the opening of the season they also make a bid for smart, well-dressed trade by purchasing what is known as a sample range of coats—ranging from $10.50 to $18. These they advertise and display as "sample" coats, and invariably they are sold without difficulty. It is a profitable introductory featufe. The reserve stock is also handled in such a way as to suggest freshness in the forward stock. From a reserve of say 100 coats, fifty are brought forward for special display on a rack in the store, or selections may be made from it as required in order to suit a customer. By this frequent changing, the fresh appearance of the stock is maintained and always suggests something new.

Their stock-reducing sale in January is one in which Ritchie Bros. apply snappy methods. The front of the store is re-arranged and three remnant tables placed there, each with an attractive display of fabrics and each with a special odd price, such as 23 cents, 38 cents, and 89 cents. The fabrics are displayed on these tables exactly as taken from the shelves, as the firm believe that by showing them in any other way, the customer sometimes expects an unreasonable price reduction. Actual remnants are labelled as such with special ticket. Five and six yard ends are not cut, but must be bought entire. Thus the fabric section is reduced or cleaned up for the succeeding season's goods. The prices mentioned above are not as any dry goods merchant will know, below cost, but allow an actual profit.

—⊙—

Credit Men's Association — Bulk Sales Act to Come Up

At the monthly meeting of the Ontario Division of the Canadian Credit Men's Association at McConkeys on Nov. 22, A. G. Malcolm, of Gordon, McKay & Co., who presided, announced that the Bulk Sales Act, which went down to defeat at the last session of the Ontario Legislature, would again be introduced. He pointed out that it was mostly the opposition from country districts that caused its defeat.

As a remedy, E. Leith of Hamilton, suggested that attention be given to the retail merchants throughout the country, to bring them to a correct understanding of the bill, and show them that it is not detrimental to their interests.

"I suggest that we co-operate with the retail merchants," he said. "Let us help them and let them help us. At the present time the merchants in Ontario are trying to get a bill passed reducing the amount of exemption in garnishment from $25 to $10. The honest man cannot object to this, nor can the honest retailer object to the Bulk Sales Act. Why not help the merchants to get this legislation through, and in return get them to use their influence on their local members to get the Bulk Sales Act passed."

The central feature of the meeting was an address on the aims and accomplishments of the association by the Ontario secretary, L. J. Ball. It was illustrated by lantern slides of the several forms used in credit reporting work. Several of the members testified to the benefits they have received since joining the association. Among those who spoke were L. F. Monypenny, of Monypenny Bros. & Co., and T. McMillan, of Ansley-Dineen Limited, Toronto.

Six Big Selling Features of Ladies' Home Journal Patterns

(1) THEY ARE GUARANTEED

We stand behind every pattern we make. On each Ladies' Home Journal Pattern a statement is printed guaranteeing the pattern to be absolutely perfect and promising a refund of the cost of both pattern and material if by any chance it fails.

(2) THE GUIDE CHART

Ladies' Home Journal Patterns are easy to use. The patented Guide Chart shows just how to put the patterns together. There are no involved explanations, simply a picture that even a child can understand.

(3) CORRECT MEASUREMENTS

There is but one way to measure correctly—that is across the fullest portion of the bust. Ladies' Home Journal Patterns give satisfaction because they are based on this correct measurement plan.

(4) THE PATENT SALES-FLAP

One-half the dissatisfaction of both merchants and customers results from the holes in the stock, caused by failure to reorder patterns as sold. The old style reorder pad puts a premium on forgetfulness. With Ladies' Home Journal Patterns the saleswoman simply tears off the sales-flap and drops it in the re-order envelope. This system insures the re-ordering of the pattern and makes certain the correctness of number and size.

(5) THE STAPLED PATTERN

Every Ladies' Home Journal Pattern is wire stapled so that the pattern cannot be removed without destroying the envelope. This plan protects both customer and merchant. The customer is always sure of getting a pattern without pieces missing, and the merchant can oblige by exchanging patterns because all fear of imposition is removed.

(6) THEY ARE BACKED BY "STYLES"

Styles is the big new Monthly Style Book issued to supplement the fashion service of The Ladies' Home Journal. "Styles" is edited by the editor of The Ladies' Home Journal; that is a guarantee of its success. It will be vastly improved, beginning with the March issue, and even greater things are promised for the future.

THE HOME PATTERN COMPANY

23 Lombard Street TORONTO

P. S. We have a few openings for representative stores. If you would like to join the "live" ones who now sell TWO patterns where they formally sold one, write us.



The Buyer's Viewpoint

This department will be a busy one through the Christmas trading season. Sales in ribbons, laces and neckwear will be heavy enough to warrant close attention to these lines. Indications are that many new varieties of neckwear will be favored for Spring.

The holiday rush for neckwear intensified by added popularity of lines—Big spring vogue, extending over varied lines is assured.

CANADIAN neckwear houses are in the midst of their end of the season rush occasioned by the needs of the holiday trade, and this rush this season is intensified by the added popularity of neckwear, and by the fact that demand is settling upon large and elaborate designs, which though they run into more money, take also more time to produce, and therefore the same number of pieces cannot be run through the factory in a given time. There is no question to the fact that the demand is for higher priced goods and that the fashion tendency is away from neckwear that can be sold at extremely low prices, a condition that all retailers should note in buying.

In the retail stores the neckwear department is becoming one of the busiest; for fashion favors neckwear not only now but in the future. A big neckwear development may be looked for during the Spring season. Even the plainest tailored dress has either a lace collar or jabot finish; and sleeves whether full length or three-quarter have side pleated lace or net frills.

Robespierre and Medici novelties are in the lead but it is very evident that the tendency is away from the high effects and it is more than probable that the Spring will see the more cape-like collars in the majority. Medici and Robespierre effects, that leave the front of the neck uncovered and are high at the back only, are a new idea in neckwear that should not be yet over-worked.

VOLUMINOUS JABOTS POPULAR.

Neckwear effects that cover up the whole front of the waist are becoming stronger and the latest novelties are strongly of this type. The new jabots are very wide and voluminous and so wide are they at the top that some sort of a finish has to be devised. Pleated jabots nine or ten inches wide are made of shadow lace or fine net edged with shadow lace and they are topped with tiny revers. These are either of embroidered lawn or pique or are of satin, oftentimes with one color over another. Of course the universal black and white is strong but more color is being used in neckwear lines and, blue, the new cherry red, bright green and burnt orange are all seen in combination with either black or white. The use of silk ratine printed in strong colors and of fancy silks and brocades is creeping in. Other jabots of this class extend righ round to the shoulder line and are mounted on a band of black or colored velvet that extends right round the neck. There is always a flat velvet bow in front but the most recent models have a narrow vest effect in the centre decorated with a row of fancy buttons.

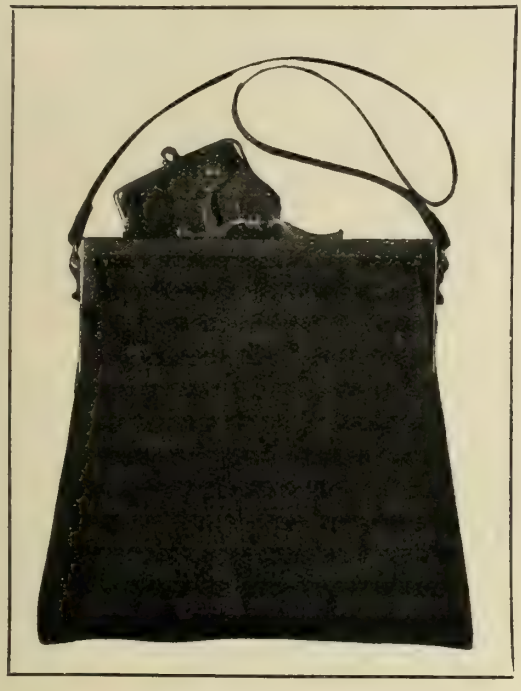
A very new wide jabot is fashioned from a circular piece of fancy net cut in points around the edge and edged round with a wide Vallenciennes insertion. This is pleated through the centre to form a wide jabot and is put into a velvet neckband with the regulation bow. Other jabots are triangular in shape and have often vest effects or centre folds or tabs of satin trimmed with fancy buttons. Wide jabots attached to a high stock are prominent particularly in the cheaper numbers; and styles of this type are made up into the fancy stocks that are always strong Christmas sellers.

ROBESPIERRES HIGH AT BACK.

The most popular Robespierre collars are those that are high at the back only and are finished with a turnover that is in front apparently a low collar. Where the high stock is seen it leaves the front of the neck free and bare. These collars are invariably finished with a large jabot or pleated revers of net and lace.

Medici collars are finished at the throat with a large fall of lace, and a newer shape is the Marie Stuart, somewhat similar to the Medici, but it is of lace and finishes at the throat with a large flat bow. Some of these Marie Stuart collars have a large flat

BAGS FOR SPRING



No. 663 $36.00 doz.
Of English Pin Seal with German Silver Frame, and Safety Lock, Small Coin Purse. Lined Throughout with Tan Leather.

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Leather Department

142-144 Front Street, W. Toronto

collar that lies like a cape on the waist of the gown, and these capes may be either of chiffon or lace accordion pleated. Accordion pleated lace and tulle or lace and chiffon are included in the newer models. There is a deep frill of the pleated lace and tulle set onto a moderately high band which is covered by a narrower pleated tulle frill which falls over and hides the band. A row of fancy buttons masks the closing in front and there is a pleated jabot of lace.

VARIETY IN THE SPRING.

Looking towards Spring, there is promise of considerable variety. A totally new note was struck by two imported collars recently seen. These collars had a small capelette at the back. They were very transparent. One was of two thicknesses of white tulle with the top of the collar edged with an insertion of narrow black Chantilly. Across the back of the stock and falling over it from the top was a rounded cape-shaped piece of pleated tulle edged with the narrow Chantilly lace. Another stock of double white tulle has a band of black satin at the top and there is a kind of tab at the back formed of pleated tulle edged with black satin, which is fastened onto the stock by a bow of satin and a rhinestone buckle.



Neck ruche and muff of marabout and ostrich. The color is taupe grey, and the long ties are of ribbed velours.

Ribbons Used Extensively

Will be used for sashes and narrow vests in the spring — Big sales will be made during the Christmas season — Handy methods.

This is the time of the year that affords every merchant an opportunity to clean up his ribbon stock, for practically a use can be found for almost every color and pattern, and even for the shortest remnants. In colors pink and pale blue should be stocked in quantity for the demand for these colors from now on until holiday selling is over will be immense. Last year after Christmas selling was over, not a yard of a good shade of pale blue ribbon in any width could be obtained in either the wholesale houses or in the majority of stores,

To facilitate selling, baby ribbons and narrow ribbons up to one inch wide should be put up in knots of so many yards. Past experience can be used as a guide to the number. This can be done at times when there is little doing and will prove a great saving of time when the rush is on. This also applies to bright scarlet ribbon and to the holly printed Christmas ribbons that sell so freely at this season.

Independent of millinery uses, there is a decidedly better outlook for ribbons for the coming Spring season, due to the disposition to use fancy ribbons for sash and trimming purposes. Besides the sash which promises to be featured even on plain tailored dresses, a narrow vest to match is seen on the newer models, and, to bring all into unison, little touches of the ribbon appear on both collar and cuffs. Should this idea catch the trade and, there seems to be no reason why it should not, a very material business in ribbons suitable for this purpose would result.

The Lace Situation

Interest in light laces increasing—Buyers taking sheer shadows, Chantilly and Malines—Alencon the novelty.

When the heavy coat of plush or fur is thrown back the use of lace in some form is revealed, and though this Fall as a lace season has not quite answered the previous expectations, nevertheless the sales made have been considerable. All the tendency now seems centered on light makes of laces, and Chantilly promises to be the leading Spring lace. With the cutting up trade, embroidered nets promise to be especially good, and net flouncings with scallops or vandyke points will be especially good.

DENT'S GLOVES



"HAND-IN-GLOVE-WITH-THE-WORLD."

TO GLOVE RETAILERS:

THE TRUTH

A number of our old clients have communicated to us the false statements which have been made to them concerning glove facts. It is reasonable to suppose that these false statements have been made all over the Dominion, hence to some buyers who perhaps do not know the absolute truth.

Dent Allcroft & Co. are the Largest Actual Glove Manufacturers in the World.

To make this statement quite clear, **positive** and **definite:**

DENT ALLCROFT & CO. operate their own skin dressing yards (where all raw hides are prepared for glove manufacture) in

SAN GIOVANNI, NAPLES. **CEROUZ MOUSTY, BRUXELLES.**

DENT ALLCROFT & CO. operate themselves their own factories in

LONDON, Eng.—Ladies' and Gentlemen's Fabric Gloves.
MARTLOCK, Eng. — Ladies' and Gentlemen's Fabric Gloves.
WORCESTER, Eng.—Ladies' and Gentlemen's Walking and Driving Gloves, Motor Gauntlets, Lined and Unlined Reindeer, Chamois, Kids, etc.
GRENOBLE, France. — Ladies' French Kid and Suede.
BRUXELLES, Belgium. — Ladies' Glace Kid.
LEIPSIC, Ger.—Ladies' and Gentlemen's Glace Lambs, etc.
NAPLES, Italy.—Ladies' and Gentlemen's Glace Lamb, Suede and White Dress Gloves.

DENT ALLCROFT & CO. operate their own warehouses in

LONDON PARIS NEW YORK
MELBOURNE, Australia. MONTREAL, Can.

These are positive statements. Dent's is an exclusive glove house in Canada—devoting their whole attention to gloves, suitable for the Canadian market—for both Ladies and Gentlemen.

Dent's business is positively wholesale only. Dent's do NOT operate or control any retail establishments whatever.

If you consider this immense organization, backed by Dent's reputation of over two centuries—you will understand that Dent's constitutes the most unique glove manufacturing record in the world's history.

DENT ALLCROFT & CO.

52 VICTORIA SQUARE, - MONTREAL

Shadow laces are in for another big season and the new designs put on the market are full of novelty. The new shadows are particularly filmy and fine and the finish is very soft. Malines and Mechlin laces are showing extensively. Flounces run up to 27 in., and these form part of matched sets that are very handsome. Bohemian patterns met with only a limited success in the Fall season now passing but are to try it again only in the finer effects, and Bohemian patterns on a craquele ground are introduced as a high novelty.

Venise laces are again featured as the big selling lace in the department as they are suited to so many uses. Repoussee Venise is new and bands of this lace combined with embroidered craquele promise to be prominent in Spring lines. Cluny does not seem to have finished its run, and many buyers are taking this lace freely for the coming season both in real and in the very close imitations.

Delicate Patterns Lead

As the Spring season develops it is becoming more apparent that embroideries will play a more important part than was anticipated a few months back. The big model houses are, it is said, placing many orders for delicate blind and eyelet embroideries in rich combination of lace patterns. These patterns are worked on very fine batiste. Embroideries worked on voile and on fine cotton crepes will have some consideration. Nothing that is cheap or coarse and heavy will be wanted. It is the novelty effects and the better priced embroideries that promise to sell best for the coming Spring and Summer.

Wide flouncings 40 in. and 27 in. promise to sell freely and there will be a very considerable call for allovers. In this connection it should be mentioned that there are expectations that sleeves of a different material to the gown promise to be a feature and that linen and cotton suiting dresses with the sleeves of Swiss embroidery will be shown.



One of the new mid-season milling models worn with a Shetland veil. Neckwear is inclined to be fussy and important and the collar of fine embroidered net edged with a ruffle of Valenciennes lace illustrates its prominence. With this dress is worn a guimpe of embroidered net and accordion pleated chiffon which also indicates another strong feature in dress acessories.

A correspondent expresses surprise at the number of merchants who make a practice of returning drafts without any explanation. This practice is unfortunately very common and it is, undoubtedly, a weakness which should be corrected.

THE VOGUE WITH THE "FOUR HUNDRED" JEWELLED TRIMMINGS.

New York and Paris have set the pace for 1913 dress trimmings with the daintily bejewelled braids in growing favor. The best shops are showing them.
Our line of Rhinestone trimmings, both with silver and velvet braids, is very popular. Jewelled Evening Gowns are very much in vogue this season. We also handle Rhinestone beads for dress trimmings.

Write to-day for card of samples.

THE SMITH-D'ENTREMONT CO., Limited
MANUFACTURERS 1475-1477 QUEEN WEST. TORONTO



THERE NEED BE NO INDECISION

ABOUT WHERE TO BUY **RIBBONS**

"The Ribbon House of Canada"

can supply your every need.

Stock your Ribbon Department with Popular Lines.

Write, Wire, or Call when in Montreal. You will get prompt and satisfactory service from our MAIL ORDER DEPARTMENT



WALTER H. BARRY & CO., Montreal, Que.

Winnipeg Branch: Silvester Wilson Building, J. R. GALBRAITH, Manager

Our 1912-1913 Catalogue

is now ready, if you have not received a copy write us.

Special attention to mail and catalogue orders.

The Irving Umbrella Co.

LIMITED

Manufacturers

79-83 Wellington Street West, TORONTO

P. C. 518

Modelled to the Latest Paris Vogue



The most discriminating women of to-day are our Canadian women. They demand style as well as comfort, and it is this demand that has popularized

P. C. Corsets

They are modelled to the latest Paris vogue and at the same time give the wearer absolute comfort. The scientific construction of P. C. Corsets accompanied by high grade materials serve to produce the most satisfactory corset of the day.

Write for 1913 samples.

PARISIAN CORSET MANUFACTURING CO.

QUEBEC **LIMITED**

Ontario Branch—126 Wellington St. West, Toronto

"Service" the Keynote of Specialty Store

H. W. Ball & Co. open new establishment at Bloor and Bathurst St., Toronto, to cater to high class trade — Service and quality of well assorted stocks, with quick turnover, sums up store policy.

H. W. BALL & Co., opened a specialty dry goods store at 555-57 Bloor St. W., Toronto, on Saturday, Nov. 16, to serve a high class district. This is the second shop in the city conducted by the firm, who are among the pioneers in applying the specialty idea in general merchandising.

The new store is 34 x 65 feet and is fitted with modern equipment. Two double plate windows with prisms and a panel door, with concrete entrance and inlaid firm name and number, make an effective front. Four large arcs and tube reflectors in each window are used in lighting the entrance and the display space. Back grounds are panelled in fumed oak and the window floors are polished. Each side has colonial dividers.

An interior layout designed to give the best facilities and the most display space and at the same time a good stock arrangement, is followed. Four square oak pillars support a beamed ceiling with metallic design in squares. The walls are finished in soft tone ingrain, without border. The floors are hard wood, oiled, and all interior woodwork is done in fumed oak. The side shelving is uniform, 7 feet high, the centre shelving being 4 feet 9 inches with 10-inch space and plain top. Ten oxydized double drops with white reflectors and 100 candle power lamps provide for the interior lighting. Steam heating is used. At the rear are reserve stock rooms, an elevated office, with store room beneath, lavatory and cloak rooms.

The enterprise displayed in preparations for opening this new store was characteristic of the management. Stock was ready and the doors opened within a week after the store was completed.

The arrangement of the stock, and the stock car-



Aisle section, H. W. Ball & Co., specialty store. Bloor St., Toronto, showing departments and battery of silent salesmen. Stock and portable fixtures of this store were arranged in less than a week, ready for business. Twice this space is used.

Is Your Christmas Glove Stock Complete?

If not you had better order immediately

Perrin Gloves

are the standard in Canada and are made known to your customers through continuous advertising.

MARQUE DE FABRIQUE



ENREGISTRÉE

Perrin Gloves

The reputation Perrin Gloves for men and women give to the dealer is a big factor towards his greater success.

Sell "Perrin" Gloves for Profit and Satisfaction

PERRIN FRERES & CIE.

28 Victoria Square - - - Montreal

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

British America Assurance Company

A.D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo. A. Cox, President. W. R. Brock, Vice-President.
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James Kerr Osborne, Z. A. Lash, K.C., LL.D.,
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager.

CAPITAL - - - - - - -	$1,400,000.00
ASSETS - - - - - - -	2,061,374.10
LOSSES PAID SINCE ORGANIZATION	35,000,000.00

Pewny's Kid Gloves

Letter orders for

Glace Kid or Suede Glove Specials at $6.50, 9.00, 10.00, 11.50, 13.50, 15.00, 16.50, will be carefuly attended to.

Large stock of Long Kid Gloves now in stock.

We have at present a complete stock of unlined and lined Gloves for Fall, both in fine and working goods.

Place your orders with our travelers NOW for any special lines you may require for Spring and Easter trade.

GREENSHIELDS' Limited
MONTREAL

ried are both interesting from the view-point of every day selling. An effort has been made to overcome unnecessary system and the sometimes tiresome routine of larger store.

AIMING AT QUICK TURNOVER.

The policy of the firm is specialty dry goods merchandising of varied stocks, aiming at a quick turnover. A similar development has made ready-to-wear a success and the same idea is applied to novelty lines, according to a comprehensive knowledge of markets and prices. Quality is the watchword. Stocks are confined to novelty lines, showing at least 33 1-3 per cent. to 50 per cent. advance. Selected goods on this basis are carried in each section, consisting of fancy linens, dress goods, wash goods, staples and housefurnishings, with ready-to-wear and kindred lines, hoisery, underwear, fancy woolens and whitewear. In the centre circles, a full range of seasonable gloves, handkerchiefs, ribbons, embroideries, laces, small wares and fancy goods is carried.

Service for the benefit of people in the locality is the paramount consideration and no lines are carried which do not assure immediate sale. Specialty buying and selling offset the necessity of large stocks in each line. To increase the business, service convenience and personal salesmanship are counted on to gain the appreciation of customers and hold them.

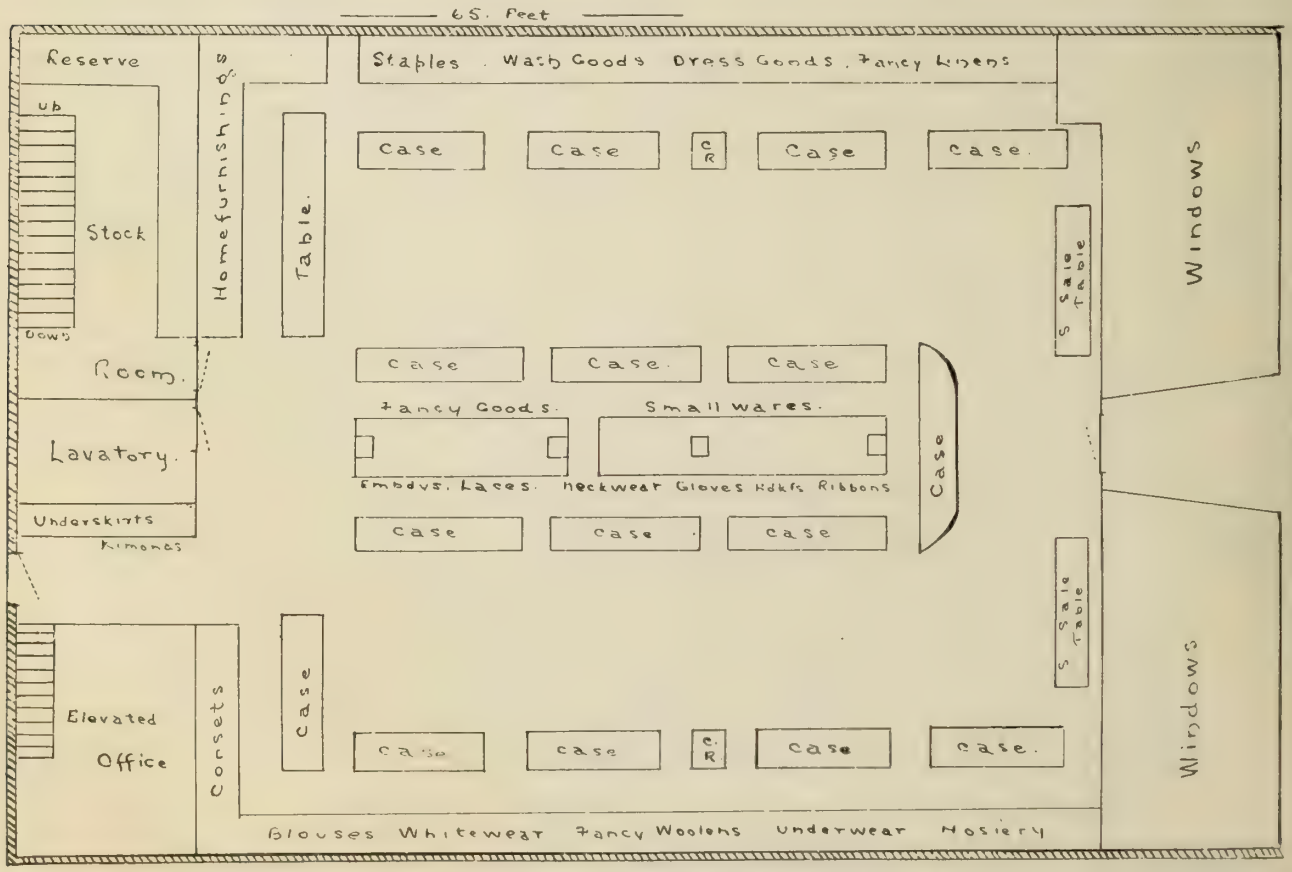
Generally, the layout of this new store meets the requirements of good trade. The battery of show cases, sale tables and overhead display space, with carefully conserved aisle and floor space, give detail to the novelty of the merchandise, as intended. Stocky appearance has been avoided.

Exquisite Embroidery Effects

That the trade is beginning to take a deeper interest in embroideries, and is evincing more of an inclination to buy is the latest news. It is the opinion of many that the new patterns and the many novelties shown are much too handsome to be permanently overlooked.

Embroidery manufacturers have not confined themselves to just one fabric in the production of embroideries and besides, lawn and muslin, sheer voiles, crepes and batistes are used. Moreover, the new patterns are wonderfully combined and encrusted with lace effects and these are in addition to the heavy blind motifs and eyelet and Madeira patterns. Carrick-Macross and Colbert patterns are new, and the Bohemian laces recently introduced are used effectively in the new embroideries.

Certainly, Paris is looking with a more favorable eye upon these new embroideries, as the exquisitely fine effects now produced are rivaling hand work even more closely than usual.



Floor plan, H. W. Ball & Co., specialty dry goods store, showing battery of cases and window display-stock arrangement and sale facilities with elevated office and reserve stock room, and modern selling equipment, add to service and careful merchandising.



Firm Fur Quotations in Fall Samples

Reports of prices and London sales — Quotations of corresponding dates compared — Success of manufacturers' exhibits depends on salesmen's tact — Business slow owing to the backward weather

FUR business is quiet because of the backward weather.

Furriers are now in Europe buying skins for next year or attending fur fairs, preparatory to the coming important London sales. Prominent firms have announced their auctions for 20th January and 3rd to 5th March, and for salted fur seals and Australian furs on 17th, 20th, 24th of January, with public sales 5th, 7th, 10th, 14th, 17th, 19th March, 2nd, 5th June and 20th, 24th October, 1913.

Reports on October, 1912, fur sales have been received during the past two weeks, which give comparative figures on quantities and prices prevailing with those of a year ago and later. During the last sales some superior offerings were made (many Alaska goods appearing) and high prices were realized. There was a satisfactory attendance of buyers. United States buyers were not eager but, now that the fur strike is settled, January and March sales will be well attended. High prices were realized because of Continental competition and comparatively small stocks.

ADVANCES TO BE CONSIDERED.

Several advances on Canadian furs are to be considered in next year's manufacturing and, although different firms' reports give conflicting percentages, the following is a fair estimate of conditions. Most of these advances apply to Canadian skins, which, reports say, have sold well during the October sales.

Muskrats, Spring, 20 per cent. higher than January.

Muskrats, Fall and Winter, 40 per cent. higher than January.

Muskrats, black, 35 per cent. higher than January.

Fox, red, remains unchanged on June prices.

Fox, cross, 10 to 15 per cent. higher than March.

Fox, silver, 15 per cent. higher than March.

Fox, blue, 20 per cent. higher than March.

Fox, white, 50 per cent. higher than March.

Fox, grey, 10 to 15 per cent. higher than March.

Raccoon, 10 per cent. higher than March.

Skunk, average 20 per cent. higher than March.

Skunk, long stripe and white, advanced 35 per cent.

Skunk, black and short stripe, advanced 10 per cent.

Opossum, 35 to 40 per cent. higher than March.

Civet cat, 20 per cent. higher than March.

Beaver, 10 to 15 per cent. higher than March.

Otter, 10 to 15 per cent. higher than March.

Wolverine, 70 to 100 per cent. higher than March.

Bear, black and brown, 20 per cent. higher than March.

Grizzly bear, same.

Lynx, 25 to 30 per cent. lower than March.

Cat, wild, 20 to 25 per cent. lower than March.

Cat, house, 10 to 15 per cent. lower than March.

Fisher, 5 to 15 per cent. lower than March.

Chinchilla, 10 to 15 per cent. lower than March.

Marten, same.

Mink, same.

Russian sable, same.

Ermine, remained firm.

Wolf, same.

Badger, same.

Mole, remained firm.

Kangaroo, 20 per cent. higher than last June.

Wombat, same as last June.

Salted fur seals, same as last December.

In staple furs, sold in Canada, general advances will follow. Marked increase in muskrats and its effect on Hudson seal will be felt, making this fashionable fur still more valuable from both style and price standpoints. Skunk being higher puts Alaska



Established 1852

The Moose Head Brand Furs

Catalogue

may still be examined by you to your advantage,

HIGH CLASS FURS IS OUR SPECIAL LINE

Correspondence solicited

L. Gnaedinger, Son & Company

90, 92, 94 St. Peter Street - - - - - MONTREAL

sable almost out of reach of domestic selling. The trend of manufacture and demand for animal and larger pieces or sets will mean some remarkable prices for retail furriers.

Quotations on Persian lamb and mink are redeeming conditions. Good American and Michigan minks are being offered to local trade with but little change except for preferred pelts.

Loss from poorer grading in Persians and the firm tone of the market will tend to higher prices in manufactured goods.

Advances are not so general on long-haired furs and, in consequence of their extreme vogue in Canada, manufacturers can develop profitable merchandising quotations and smart styles, that will appeal as effectively as this season's styles. White foxes are higher, bear, wolf and racoon can still be handled in quantities, as advances are not sufficient to make it impracticable to meet prevailing prices with size, value, styles and appearance, competing with this year's garment trimmings and pieces. When first quotations on German marmots are to hand furriers can anticipate general price conditions fairly well for Fall of 1913. Some advances reported on Australian and Chinese furs have to be reckoned, in as far as this market is affected. Thibet is about 20 per cent. higher than in March.

Reports of the next January and March sales will be watched with interest.

Quantities of North American and other Furs offered for Public Sale in London in the Years 1911 and 1912.

1911	1912	
21,606	23,415	Badger
18,479	15,671	Bear, Black
2,258	2,231	" Brown
3,254	2,741	" Grizzly
657	629	" White
62,026	60,994	Beaver
122,478	120,452	Cat, House
4,526	2,737	Fisher
3,305	2,169	Fox, Blue
3,591	4,409	" Cross
50,314	49,882	" Grey
55,446	50,942	" Kitt
113,211	82,649	" Red
1,241	1,223	" Silver
33,503	23,026	" White
6,767	12,583	Lynx
61,004	55,394	Marten
231,317	158,940	Mink
143	292	Musk Ox
5,290,727	5,021,933	Musquash, Brown
66,120	77,039	" Black
1,155,028	1,386,410	Opossum, American
34,224	24,911	Otter
328	225	" Sea
402,588	313,669	Raccoon
1,665,256	1,527,771	Skunk
351,827	286,641	Civet Cat
91,451	126,223	Wolf
2,494	2,088	Wolverine
2,915,912	2,151,041	Opossum, Australian
5,339	8,661	Wombat
1,340,553	1,258,003	Wallaby
52,958	164,515	Red Fox, Australian
14,865	27,911	Chinchilla

REDMOND FURS

Your Sorting Orders will receive prompt attention.

Don't send customers away with the excuse—"We had that line, but it is sold out"—*Get it for them.* December is the big Fur month.

We have ready for immediate shipment:—



Small Furs in
Persian Lamb,
Mink, Fox,
Wolf, etc.

Jackets in
Electric Seal,
Chamois-lined,
Fur-lined,
Quilted-lined, etc.

Men's Coon Coats
Fur-lined Coats
at all prices.

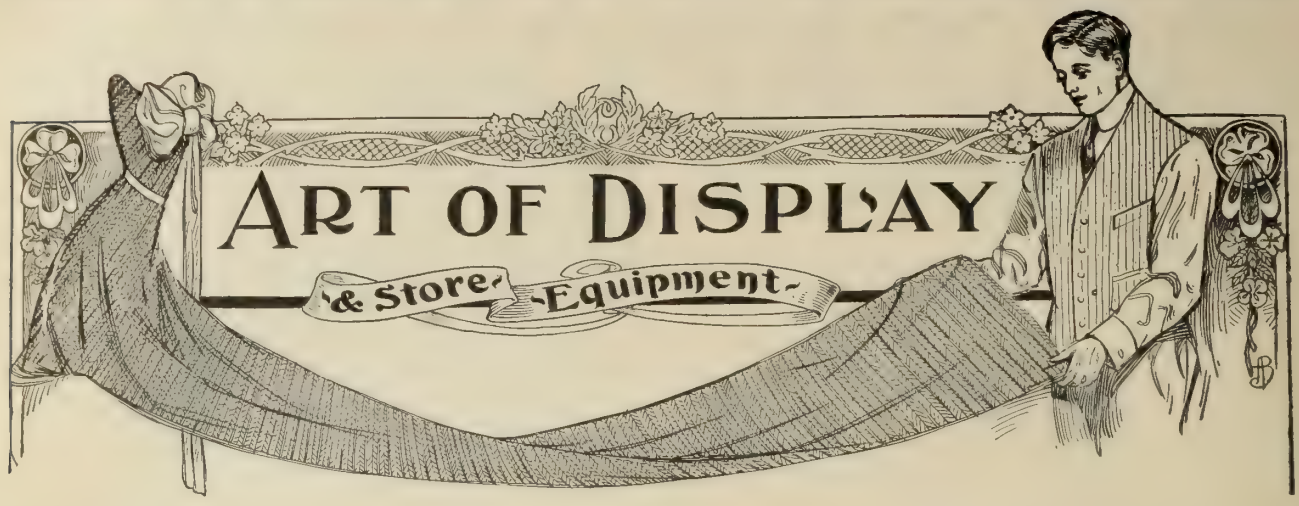


SEE OUR CATALOGUE
OF SMART STYLES

Don't Delay! Examine your stock now, then write or wire us.

The REDMOND CO., Ltd.

Montreal **Winnipeg**



The Part Display Bears in Stocktaking

A system in listing and completing of program for the balance of the business year — Cleaning stock in time for listing — Window value as an asset not called in.

BUSINESS and window plans change after Christmas and the advent of the new year. For the first week after the rush is over, final clearance preparations, exchanges and stocktaking plans give a breathing space to plan for January events on a broader scale. During the last week of the year time is taken to efface all Christmas decorations and readjust stocks.

No organized plan is necessary for this week but stock, as it is left after the holiday sales, suggests the week's operations. Windows are devoted to finishing sales in fancy and novelty departments. Price ticketed lines, on which reductions are sufficient to induce people to buy, are kept forward. The desire to have no further bother with goods, by putting in reserve, closes these novelty sections with complete clearance by the end of the year.

A good window program for this week is to feature evening wear during the height of the entertaining and festive season. Showings in these departments are effective in keeping up the tone of final Christmas and New Year's business. Lines on view do not hamper the adjustment of stock in general sections to bring them into shape for the semi-annual clearance, smallwares and whitewear sales. Publicity and display departments are free to promote the first events of new year's business.

Inventory taking brings its own campaign. Three events come in close succession and turn January and February into profitable months, instead of devoting them to continued clearance, in an effort to make a clean inventory sheet. Taking stock does not require a whole month in well-regulated stores. Having a set date and giving departments a specified time to be ready to list, is an easy schedule.

The first event starts with inventory in view and clean selling on new Spring lines afterward. Names for this sale can be as suggestive as possible. It is a usual thing to find the balance of the season's mistakes waiting to be finally disposed of. Criticism that it is another man's money and stock does not offset the necessity for co-operation of advertisers and decorators to make a clean-cut, decisive issue of the matter. If the management cannot see the ultimate result of starting the season early and the use of cash in preference to probable unsaleable lines, no amount of argument will avail. It is up to the display departments to show results.

Exit of these slow lines is the right viewpoint and the success of the season and condition of stock are the only guides of how decisive the clearance must be. Listing slow stock at low figures does not solve the problem. Values and goods, that do not go into stock lists, comprise the leaders. With the advent of Spring goods and a right opinion of styles and value standards of new stocks, sales are easily planned. A good policy is to throw out everything that foresight shows is not worth 100 cents on cost price. Ten days' selling and publicity should have the wanted results of clearance.

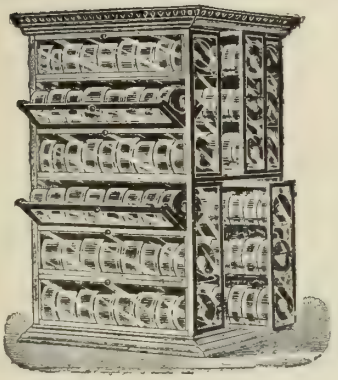
Stocktaking proceeds unhampered as far as the display department is concerned. Salespeople have a good incentive for putting stock in ideal shape. New rolling boards, clean tickets, fresh labelled boxes and better stock arrangements, make goods brighter and more satisfactory to handle for Spring. This is the important time of the year to enforce the rule

Profitable Display Demands Practical Fixtures



No. 2—Practical Ribbon Cabinet

Practical Ribbon Cabinets Made in Eight Sizes



No. 3 Practical Ribbon Cabinet

Holding From 50 to 700 Bolts of Ribbon

PRACTICAL RIBBON CABINETS

PRICE LIST

Cabinet No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¾x14 x26	100	10 00
2	28¾x14 x38	150	13 50
3	28¾x18¾x38	250	18 50
4	28¾x23¼x38	325	23 00
5	28¾x27¾x38	400	26 00
6	28¾x32½x38	475	30 00
8	28¾x42¾x43½	700	42 00

MADE OF OAK



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs hose.

Practical Hosiery Racks

Made of steel, nickel plated. ¶ Slip the stocking in the spring pair by pair. Place the spring in the frame at the top of the rack. ¶ A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.

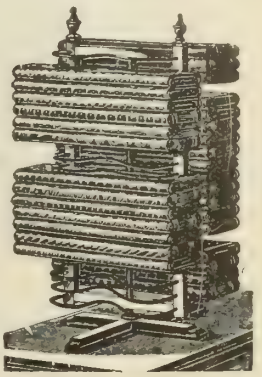
No. 1—34 inches high, 16 inches wide. Has four springs. Capacity 72 pairs hose, $5.75.

No. 2—34 inches high, 17 inches wide. Has eight springs. Capacity 120 pairs hose, $6.75.

Practical Piece Goods Fixtures

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds forty pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6.50.
Practical Floor Fixture, height 5 feet. Price, $7.50.



Counter Fixture.

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y. 2360

Let "Luxfer Prisms" lead your forces in the lighting battle of modern merchandising

¶ For the average of ten hours every working day of the year our Canadian stores are open for business year in and year out.

The percentage of hours during the year when daylight cannot be employed as the illuminating medium is very small, providing the conditions are such that daylight can reach the interior of the store.

These conditions are entirely at your command and you can become victorious in the daylighting battle if you let the old and tried general "Luxfer Prisms" lead your forces. There are few stores in existence that daylight cannot reach at some point or other. With the aid of "Luxfer Prisms" properly and scientifically applied you can have bright daylight in all parts of your store as long as the sun shines.

Write for illustrated catalogue to-day.

LUXFER PRISM COMPANY

TORONTO ∴ MONTREAL



Booths for Christmas bazaar section—a suggestive layout, with plenty of light, festive color and streamers, at the holiday season—to feature specially departments and gift lines—For Strawbridge and Clothier, Philadelphia. By Jerome A. Koerber.

that every piece of goods or carton is properly blocked, ticketed or labelled, with uniform cost prices, numbers and selling prices, according to the dry goods standard of stock-keeping.

Meanwhile window display men have to follow sale routine and make the most of odd stocks. Everything is ticketed with comparative prices. A streamer or card campaign, throughout the store and windows, helps rouse business at this time. Each department has its quota of bargains, which are defined by season and weather. These are grouped to get the best stocky or artistic effect.

Throughout the main floor, odd fancy goods, neckwear, gloves, hosiery, soiled handkerchiefs, etc., usually go for half price. Anything passe in this section, where room is valuable for new stock, is not worth any more. In staples, blankets, comforters, wrapperettes and heavier fleece cloths, flannels and flannelettes appear reduced as low as possible. Odd price leaders in the windows give this effect. Left over ready-to-wear, furs, housefurnishings and odds and ends in other departments are sold in price lots to make sales and windows. All energies are devoted to culled-out stocks to finish up a good season's business.

Finally, the first semi-annual remnant sale completes the operations for another business year. The value of the windows is not taken into stock but, as an asset, their worth is judged by the success and efficiency.

Stock is ready for next events on the program. It is good to start with a fresh sheet.

The Use of Wax Figures

Improvements have been made in models which have widened the scope of the trimmer — The advantage of full length forms for draping.

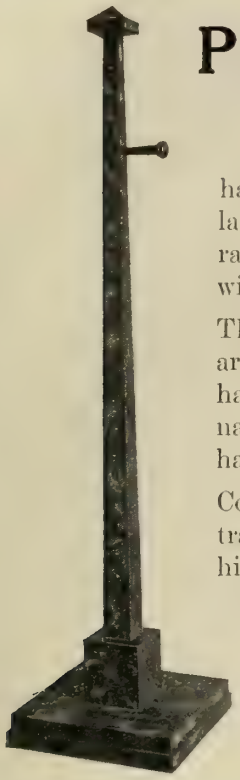
Manufacturers are improving their full form display and model draping figures. Several new features, in up-to-date design, are shown.

The contour of wax figures is being brought nearer the ideal, new heads are introduced in which the expressions are more pleasing, the hair dressing the detail of finish and the outline more in keeping with present demands.

Many trimmers are favoring wax figures and giving character to their displays by using only the best with headless forms as a contrast. More attention is paid to contour, posing, fineness of wax, clearness of complexion and the outline of shoulders and arms. The aim is to use only high class wax figures for novelty gowns, evening and afternoon dresses and reception wraps. Forms are in keeping with occasion or use.

For this reason trimmers are avoiding cheap wax figures. Bargain stores and second rate ready-to-wear houses fill their windows with an array of figures without any regard to general effects in relation either to garments on view or individual forms.

Suitable figures for the garments displayed are getting more important with the development of ready-to-wear dress for all ages. Model forms are



Polished Oak Fixtures

have become very popular lately because of their wide range of usefulness both for window and interior displays.

The Clatworthy Oak fixtures are well and neatly made by hand, from solid Oak, in either natural or Golden Oak finish, hand polished.

Coat stand No. 1110, as illustrated, either 36 or 46 inches high—$3.25.

If you are interested in Polished Oak fixtures write us for full particulars and prices.

Clatworthy & Son, Limited

"The Actual Manufacturers"

159-161 King Street West, TORONTO



Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:

New York Grand Rapids Chicago
Boston Portland



KRAMER

ALL STEEL BALING PRESS

THERE ARE NO WOODEN PARTS

The ideal Baler for waste paper, rags, straw, excelsior, etc.

Do not purchase a wooden baler when you can use one made of steel.

Greater Strength—Smaller Floor Space, Easier to Operate—More Economical than any other Press on the market.

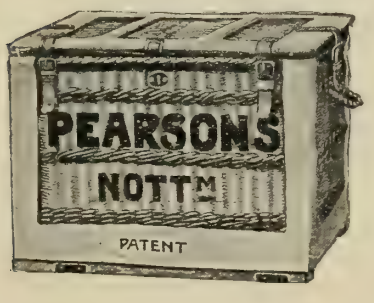
OVER 2,000 SOLD IN ONE YEAR

TORONTO TYPE FOUNDRY COMPANY, LIMITED

TORONTO MONTREAL WINNIPEG CALGARY REGINA

PEARSONS' BASKET FACTORY, NOTTINGHAM ENG.

92 Years Experience



PATENTED HARD-WEAR PROTECTORS.

THOUSANDS IN USE IN ALL COUNTRIES

WATER PROOF INDESTRUCTIBLE

BEST VALUE OBTAINABLE

ILLUSTRATED CATALOGUE FREE

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers

Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.



CATALOG FREE

The Gipe-Hazard Store Service Co., Ltd.

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 114 HOLBORN, LONDON E.C. ENG.



New permanent background and fall opening showing, J. Mickleborough, Ltd., St. Thomas. A new front and highly polished panelled mahogany window backs, costing $500, have recently been installed in this store. Colonial setting in scroll and panelled effect. Material used, white felt and cardboard tinted in tan, with chrysanthemums to match. Entire cost of trim about $6. Edwin McIlroy, trimmer.

keeping pace with a range of sizes and changes in general measurements.

Some window men and manufacturers have trouble in adapting garments and model figures, due to many changes in comparative measurements of women's, misses' and juvenile forms. At present manufacturers are exact in these details either for display or manufacturers' use. Any misapprehension is due to confusing manufacturers' size chart or numbers or not giving sufficient information to guide firms as to models required. During the vogue of present styles, manufacturers have been called upon to alter hips, bust and shoulder measurements and conform, as well to outside sizes for smaller garments; which has no doubt made some trouble.

Posing is an art which is part of any trimmer's work. Besides gaining natural effects by the advantage of position, decorators have been enabled to increase the scope of merchandise correctly shown.

Equally important changes are made in adjustable forms, with limbs. One of the latest improvements gives an attitude to the shoulders of figures either standing or sitting. A simple mechanism combined with the height adjustment is applied to any figure.

FULL FIGURE FORMS FOR DRAPING.

This season trimmers are interested in full figure forms for draping. The motive has been "panier drapes," combined with the suggestiveness achieved by showing materials, as they would look, when completed. Several new models have been made since the Fall openings. They have plain base or limbs with shoes and hosiery to match. Yokes or shoulders of enamel or wax are adjustable. Natural draping effect on these stands is not surpassed.

Headless forms are also receiving attention for another reason. Combination draping forms with adjustable shoulders or head and shoulders are a boon to trimmers, who wish to show either garments or materials. Display as an art is assisted by up-to-date and practical forms and the figures made to meet with modern tendencies of high class stores are an inspiration to the average trimmer and store decorator.

FORMS
Panier
Men's Coat
Ladies'
Boys' and
Children's
Showing
Legs



FIXTURES
Shirt
Tie
Collar
Hosiery
Shoe
Suit and
Clothing
Stands

When You Decide to buy

Wax Figures

the time has come to think of

A. S. Richardson & Co.

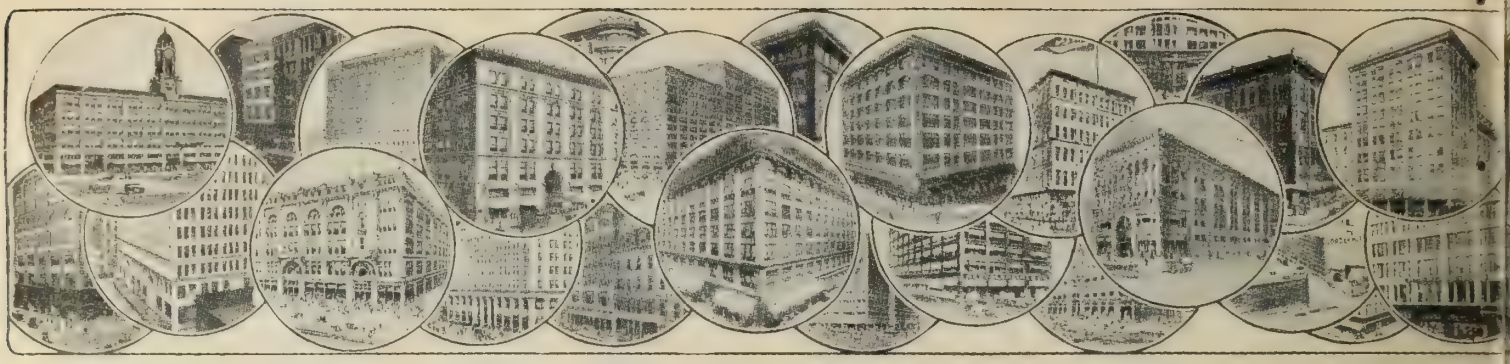
99 Ontario St., - TORONTO



One of a series of seven displays. Color scheme, cream and tan-shaded imitation Greek marble floor—background in soft sandstone effect; vases to match; side and middle panel in Mosaic design, light purple, pink and gold, with plain hanging gold velour curtain in centre. Flowers, chrysanthemums and autumn grapes.



1912 Spring Horse Show window carried out in Roman Doric design—general color scheme in cream and green, using royal blue cornflowers and golden rod to bring out the Horse Show colors. The Roman frieze in the background gave the whole setting a "horsey" look, and was very effective. Courtesy T. Eaton Co., Winnipeg. N. W. Bradley, Decorator.



LAMSON CARRIERS are used and endor BECAUSE THEY

Note these recent opinions from a few LAMSON PATRONS WHO HAVE TRIED BOTH

THE PALAIS ROYAL,
of Washington, D.C.

SAYS, "Always found it perfectly satisfactory. **In our opinion the Central Station System is greatly superior in every way to that of local cashiers."**

LIPMAN & LIPMAN,
of Pittsburgh, Pa.

SAY, "We are pleased with the Lamson System and do not see how we could get along without it. **The centralizing system appears to us to be very much more economical than the separate stations."**

KEAVIN & CO.,
of Minot, N.D.

SAY, "For a year previous we had the —— and we did not have an hour without trouble, so had to throw it out. .. "It is a pleasure for us to recommend your system, which we have done frequently since we installed it."

GEO. B. DAVIS & CO.,
of Philadelphia, Pa.

SAY, "We do not endorse the decentralizing plan of having cash desks at various parts in the store. Our present service is satisfactory."

OSBORNE-NORMAN,
of Erie, Pa.

SAYS, "Our present service is exceptionally satisfactory and we consider it **more economical to operate than the decentralizing plan would be."**

McCURDY & NORWELL CO.,
of Rochester, N.Y.

SAYS, "We are strong believers in the centralizing system as being more advantageous and economical than local cashiers."

TEPPER BROS.,
of New Brunswick, N.Y.

SAY, "It is more economical and practical than the local cashier system, as it centralizes matters, which is a great source of satisfaction."

P. P. ADAMS,
of Waltham, Mass.

SAYS, "We are all much pleased. It gives quick service, is very reliable and brings all the business to one office, **which seems to us much better and more economical in time and expense, than a system that has several cashiers distributed in different departments."**

MOYER CLO. CO.,
of Portland, Ore.

SAYS, "Four out of our five stores are equipped with Lamson centralizing service. **We have tried decentralizing,** but find carriers more economical. You may refer to us."

THE FAMOUS CLOTHIERS,
of Chicago, Ill.

SAY, "Prior to the use of your service **we had individual wrapping stands and cashiers, but since our installation of your carriers we have done away with all this confusion and many channels for errors."**

GEORGE A. DUCKER CO.,
of Joliet, Ill.

SAYS, "The Central Station idea **is the most rapid and satisfactory, as well as the best protected. There can be no collusion.** We are like the boy with the red-top boots, 'simply tickled.' "

KLEEMAN D. G. CO.,
Terre Haute, Ind.

SAYS, "Present (Lamson) service satisfactory. **We have tried the decentralizing plan** and prefer carriers."

THE POYSER D. G. CO.,
of Kansas City, Kans.

SAYS, "We prefer centralization of cash receipts by carriers and are satisfied with Lamson Service. **We have tried the local cashier plan."**

BURD & ROGERS CO.,
of Shamokin, Pa.

SAYS, "Yes, indeed, we **prefer centralization** of cash receipts by a carrier system."

YETTER & WATERS,
of Waterloo, Iowa.

SAY, "We do not prefer decentralization. **We have tried it.** Centralization by carriers is our preference."

T. B. BOYD FURNISHING GOODS CO., of St. Louis, Mo.

SAYS, "We did not care to change from **the centralizing system now in us in our store.** The system recently installed has proven entirely satisfactory."

WOODARD, CLARKE & CO.,
of Portland, Ore.

SAY, "We do not believe there is any practical method whereby customers can be induced or coerced into acting as spotters or detectives in connection with a selling force. We do believe that the system is the best, which gives the public the quickest service and places the fullest measure of responsibility upon the salespeople."

NEWMAN & LEVINSON,
of San Francisco, Cal.

SAY, "We have tried the decentralizing plan. We find centralization (Lamson Service) most economical to operate. Our present (Lamson) service is satisfactory.
"You may refer to us with confidence of a good report."

KUNKEL D. G. CO.,
of Pittsburgh, Pa.

SAYS, "We believe the central plan more economical and just as efficient. The carrier system met our requirements to satisfaction. We were always satisfied with your system."

LUCAS BROTHERS,
of New York, N.Y.

SAY, "We have found it most satisfactory and economical **and consider the concentration of the cashiers one of its strongest features.** We find that during the rush hours it is indispensable. Words are inadequate to express our entire satisfaction with the Lamson System."

MANNING DRY GOODS CO.,
of Fort Worth, Texas.

SAYS, "We had an opportunity to use other makes and we will unhesitatingly say that we consider the Lamson Carrier the best on the market to-day."

GEO. G. COMSTOCK,
of Williams, Calif.

SAYS, "Very sorry we did not install the same in our store years ago. They are working perfectly and give complete satisfaction."

AUG. W. SMITH CO.,
of Spartansburg, S.C.

SAYS, "We have tried the decentralizing plan and can state from experience that centralization by a carrier system is more economical and preferable. Refer to us."

WATSON, PARKER & REESE CO., of Pensacola, Fla.

SAYS, "The system is working perfectly and we are entirely satisfied with the service. **It is our opinion that the centralizing system is decidedly more advantageous in many ways than local cashiers."**

S. KAHN, SONS CO.,
of Washington, D.C.

SAYS, "We have tried the decentralizing plan. We find centralizing most economical to operate. Our present service is satisfactory."

THE DRESSER INC.,
of Stockton, Calif.

SAYS, "There are so many reasons why **it is superior to any 'Taking care of Cash and Customer' System,** we have ever seen or had, it would take a much longer letter to enumerate them than time will permit."

THE CARTER
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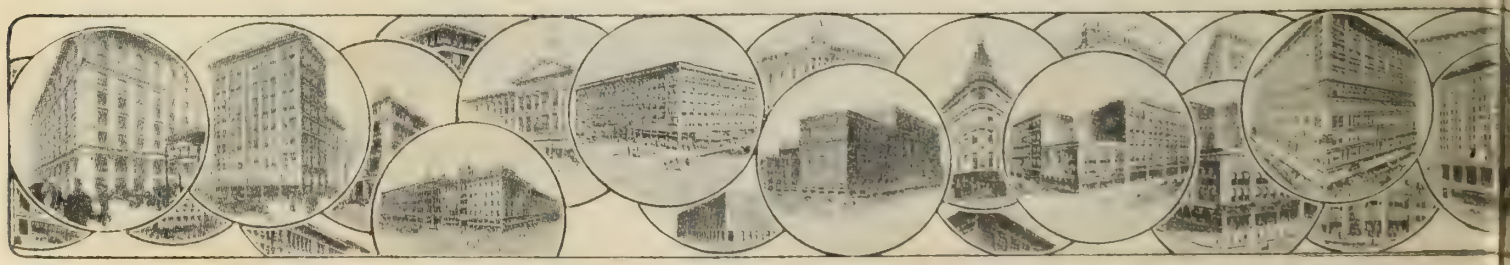
SISSON BRO
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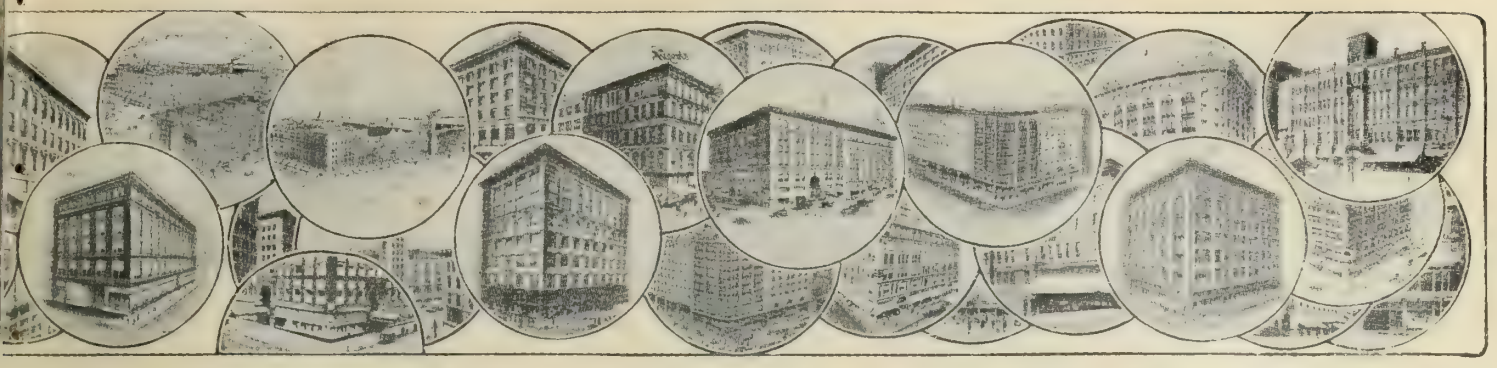
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Representatives in all Principal Cities

The Lamso

161 Devonshire





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HARRIS & FRANK, INC.,
of Los Angeles, Cal.

SAY, **"We have tried the decentralizing plan.** We find centralization most economical to operate. Our present (Lamson) service is satisfactory.

"You may refer to us with confidence of a good report."

THE STONE & FISHER CO.,
of Seattle, Wash.

SAYS, **"We decidedly prefer centralization** and consider our present system the best we have ever used."

KEMP & HERBERT,
of Spokane, Wash.

SAY, "With decentralized service we required eight to twelve cashiers, but with centralized **service three to five cashiers** are required. You may refer to us."

DAVID ZOLLARS,
of Canton, Ohio.

SAYS, "Thoroughly satisfied with it and from our experience would also say that **we are converted to the centralizing system."**

SMITH & HIGGINS,
of Atlanta, Ga.

SAY, "The centralizing of the cash handled is much preferable to having separate cashiers with the annoying feature of checking each one separately. **We formerly used separate cashiers."**

WOOD, CLIFTON MERC. CO.,
of Provo, Utah.

SAYS, "We **prefer centralization.** Our present system has been in operation two years without any repairs, except an occasional new cord. We are well pleased with it."

WINCHLEMAN'S DEPT. STORE, of Wausa, Wis.

SAYS, "We have tried decentralization, but state from experience that cash carrier **centralization is more economical."**

WATT, RETTEW & CLAY,
of Norfolk, Va.

SAY, **"We have tried decentralizing** plant, but prefer centralization by carriers and state from experience that it is the most economical to operate. You may refer to us."

LEVY BROS. D. G. CO.,
of Houston, Texas.

SAYS, **"We prefer centralization by a carrier system.** Am now installing Pneumatic Tubes all over our store.

EICHLER BROS.,
of Dixon, Ill.

SAY, **"The system used prior to yours** kept us in trouble all the time."

W. S. MEREDITH,
of Scranton, Pa.

SAYS, "Upon installing your system I had the cash handled from the office, located in the rear of the store—doing away with all confusion caused from clerks running to and fro * * * **The Clerks are able to handle more trade than they could with our old system."**

THE WOLFF & MARX CO.,
of San Antonio, Texas.

SAYS. **"We prefer centralization.** Our service is remarkably quick. We cannot remember when a customer complained of a delay. Refer to us with confidence of a good report."

JOSKE BROS. CO.
of San Antonio, Texas.

SAYS, **"We have tried decentralization,** but prefer centralization. It is the most preferable."

THE A. O'CONNOR CO.,
of Halifax, N.S.

SAYS, **"We have tried decentralization** and do not favor it. The centralizing plan is the most economical to operate."

SAMUEL WARD CO.,
of Boston, Mass.

SAYS, **"We have tried decentralization,** but prefer a carrier system. Our present service is satisfactory."

A. L. FREESE,
of Bangor, Me.

SAYS, "I prefer centralization by a Carrier System. **Have tried decentralizing** at separate cash desks. My present Service is satisfactory. Refer to me."

MANCHESTER D. G. CO.,
of Manchester, N.H.

SAYS, **"From experience we state** that centralization is more economical than separate cash desks. Present service satisfactory. Refer to us."

HENRY FRANK,
of New York, N.Y.

SAYS, **"I tried the decentralizing plan.** Prefer centralization. Refer to me."

J. LISSNER & SONS,
of Newark, N.J.

SAY, "We have tried the **decentralizing plan** and prefer carriers. Our system is satisfactory. You may refer to us."

R. Q. WALSH & CO.,
of Ansonia, Conn.

SAY, "Satisfied with the Lamson System and think that the **centralization system is to be preferred** to that of local installation."

MILLIREN BROS.,
of Clarksburg, W. Va.

SAY, "The system of centralizing the money and sales we consider the best and safest and avoids many errors. * * * **Would use no other substitute."**

J. E. HENRY & SONS CO.,
of Lincoln, N.H.

SAYS, "We installed your cash system in our store in February, 1911, and we certainly believe it has paid for itself since that date. **Give us this system every time instead of Cash Registers."**

LEBECK BROS.,
of Nashville, Tenn.

SAY, **"Decidedly, yes; we prefer centralization.** It is the most economical to operate. Our present service is satisfactory. Refer to us."

THE BRY-BLOCK MERC. CO.,
of Memphis, Tenn.

SAYS, "Anything I can do to help the cause call on me. **We prefer centralization by a carrier system."**

L. DIMOND & SONS, INC.,
of Providence, R.I.

SAY, **"We have tried the decentralizing plan,** but have returned to carrier, which we consider more economical to operate. You may refer to us with confidence."

W. B. DAVIS COMPANY.
of Cleveland, Ohio.

SAYS, **"We considered very carefully putting in the local cash service,** but believe our present plan is better for us."

THE CASH STORE COMPANY,
of Long Beach, Calif.

SAYS, **"We tried decentralization**—find Lamson plan by far the most economical for our business."

KUVA SCHWARTZ,
of Chester, Pa.

SAYS, **"One cashier handled 2,300 sales** (Parcel Carrier) with but one error on rush day."

DANIELS & FISHER STORES CO., of Denver, Colo.

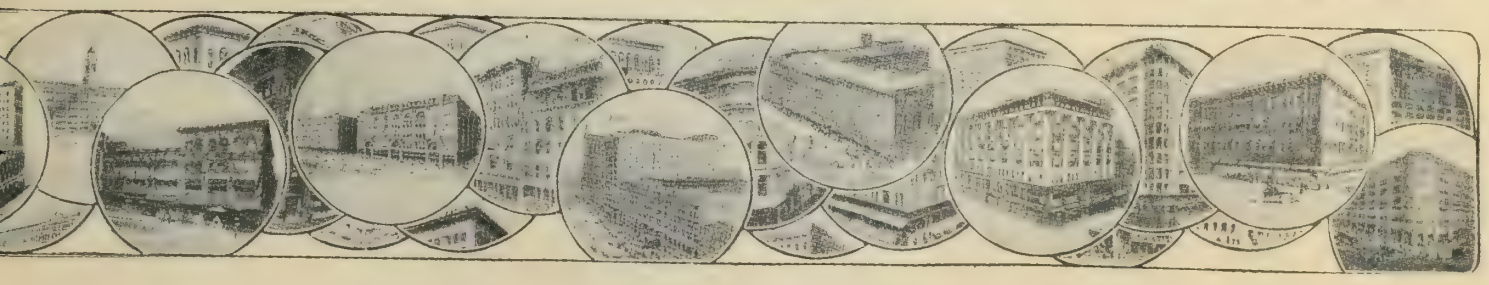
SAYS, "Relative to Lamson Service in general, the fact that **we are continuing its use, notwithstanding many other systems that were demonstrated to us before** the erection of our new building, is in itself the best of recommendations."

PEARCE CLOAK COMPANY,
of Minneapolis, Minn.

SAYS, **"Since installing your system we are able to operate with one-fourth of the cashiers.** We are entirely satisfied with the system, and what is more to the point, our customers seem to appreciate the improvement in the service."

n Company

St., BOSTON, U.S.A.





Fall 1913 Knitted Goods Season Started

Early styles in incomplete ranges — Staple placing later — Brushed novelties in new color combinations — Talk of advanced prices — Good prospect for a satisfactory season.

FALL 1913 samples of men's, women's, and children's sweater coats and knitted novelties are being shown to wholesale buyers. Special sets have been rushed to the West for early selection. As far as new ranges that are ready are concerned, no unusual changes are seen, because most early business is done on staple numbers. Some samples have been ready about two weeks, although admittedly incomplete, manufacturers are preparing newer numbers to tone up ranges, the first of the year.

First reports indicate that placing is going to be later than usual. Buyers are not ready to decide until more comprehensive ranges are seen and the style features of later numbers have given them more confidence in their selection. There is a feeling that samples are not sufficiently advanced in style: while manufacturers have not introduced any features but are depending on the staple nature of early numbers to merit sufficient orders to keep mills busy. Both attitudes seem correct in view of this season's sweater coat successes. During the month buyers will have everything of a staple nature before them. Manufacturers who go direct to the trade, are likely to be late on account of developing spring business. Jobbers' samples, later, will include novelty to interest this section of the trade and get closer to the demands of the season.

Early samples take advantage of satisfactory garments and color combinations and the demand for tailored effects, staple racks, weaves, lengths and collars. Authentic lines are shown, not to suggest counter conditions with the opening of the retail fall season but as a safe choice of selling numbers in keeping with the important growth of departments, based on staple knitted lines.

BRUSHED KNIT GARMENTS.

First samples show effective garments in "brushed knit," following a splendid sale in high novelties this season and the introduction of new machinery in Canadian mills. Some smart garments are offered in men's and women's sweater coats, children's suits and scarfs, aviators and hats to match. Staple sweater coats favor mannish styles throughout in fancy racks, plain full cardigan and half cardigan ribs. Smaller manufacturers follow this rule and are safe in offering new samples to the trade at once.

The vogue for tailored effects follows the demand for an all-round utility garment for outdoor uses and general everyday wear. Some manufacturers are having success with the same garment for both sexes. The only change is that women's garments fasten from the right and men's from the left. For these reasons better lines are being pushed, although a good value assortment is given in the different ranges.

No changes are made in values although manufacturers' agents are expecting notice of advances on some numbers. The trade, however, are not particularly interested in higher prices at this early date and will depend on general assortments to pick their lines, being satisfied to wait in sizing up the different ranges and meeting prices when the advance comes. Any likely advances will not be felt except on novelty garments. People, who buy these sweater coats apparently do not pay as much attention to price. Advances are otherwise covered by better profits. If prices are to be higher, merchants have had a successful season, and, therefore, next year's business should be just as satisfactory. Buyers can be confident in staple numbers to cover immediate needs for 1913.

Every Pair Perfect Bearing This Brand

THREE EIGHTIES BRAND

TRADE MARK
REGISTERED

Unquestionably the Best Value in Misses' and Ladies' Hosiery in Canada



Deservedly Has the Largest Sale of Any One Style of Stocking in Canada

Just as good, or nearly as good as the Three Eighties Brand, is the war-cry of all salesmen who are selling a stocking in competition with this brand.

Depend upon it when you hear this, the salesman's house is making a larger profit or in some other way is interested in the sales of the substitute.

Why take a chance when by insisting you can be supplied with the genuine Three Eighties Brand with its ten years' of unprecedented success in the Canadian trade, and can obtain a stocking that you know is going to open out satisfactorily in every respect.

Your jobber has the genuine.

THE CHIPMAN-HOLTON KNITTING CO., LIMITED

Sole Selling Agents:
E. H. WALSH & CO.,
Head Office, Manchester Building, Toronto.

Branch Offices:
Hammond Block, Winnipeg
Coristine Building, Montreal

Resident Agents:
Vancouver, B.C.
St. John, N.B.

Manufacturers of
SUNSHINE HOSIERY
REGISTERED.

Head Office:
HAMILTON, ONT.

Mills at
HAMILTON, ONT.
WELLAND, ONT,

Staple styles naturally suggest usual color combinations, athletic colors, soft shades in light grays, smoke and tans, light browns, khaki and champagne are stronger than ever. Cardinal, navy, with darker browns in plain shades, slate and heather effects with greens and purples, predominating are good again for early business. Plain shades used in "brushed knit" garments are softer and pertain to grays, browns, tans and lighter blues, with or without white, or all white.

Fabric, stripe or plaid effects on the mackinaw order are expected with the advance of the season. Colored stripes in self shades or with white in garments, especially Norfolk styles, should prove attractive. Some of the best combinations are mixes of brown and gray, fawn and white, reseda and white, cardinal and gray, sky and white and navy and gray, in which the first color is leading. It is also expected that military red or red with black will see some demand in Norfolks similar to flannel styles.

There is little enthusiasm in blazers for wholesale trade. Possibly a dozen color combinations in three or four samples comprise the showing. Samples are not being considered; as a novelty, something newer is bound to appear. Spring season is likely to see the completion of "blazers," either from a style or sample standpoint.

SHAKER KNIT GARMENTS.

A generfal development, both in manufacture and values of "shaker knit" garments is to be looked for in different sections of the trade. One-piece garments in new weights, novelties in belted styles, one-piece weave for women or tailored makes for either sex and color combinations are promised. This will make shaker-knit less of an athletic garment. Every retailer knows how durable these makes are and how they appealed to the trade this year.

LENGTHS PRACTICALLY THE SAME.

Lengths are practically the same, 25 to 30 inches with favorite coats 27—28 inches, and some makes 30—32 inches long. No attempt is made to revive longer lengths.

Collars are not changed on staple lines and manufacturers are retaining high neck styles under their different features of triplex, ruff neck, Varsity or convertible, as preferred by the trade. Shawl and hood effects are included.

IMPROVED BUTTON HOLES.

Minor changes are noted in buttons and buttonholes. Instead of pearls, composition buttons to match the color of garment are used. In improving button holes, a filler and overstitch, done on an exclusive machine to some mills, brings out still better tailored effects because of fit and appearance, and prevents the hole from getting too large by stretching. This is a good taking point for next season for the retailer.

Confidence in next year's sweater coats and knitted novelties is a good prospect of increased business. Staple domestic lines and imported novelties are being carefully prepared for selection by buyers, both by mills and wholesalers. The first of the year showings will confirm all early styles and give a good representation. No doubt some features will be embodied; exclusive to manufacturers, but these always appear. Trade is not likely to enthuse until after Christmas and ranges are more complete in January. Prospect of still closer deliveries and better selling conditions from the different angles of the trade warrant another exceptional sweater coat and knitted goods season.

The Underwear Situation

Unstable condition of markets continues the uncertainty — Former quotations are now regarded as certain — It should not be difficult for retailers to get higher prices.

The unstable condition of the cotton and wool markets is continuing the uncertainty of manufacturers of both men's and women's underwear. Jobbers' ranges of Fall, 1913 underwear are expected to be ready for the trade during this week. Previous price reports are likely to be confirmed.

During the last two weeks buyers have taken larger quantities than usual for repeats and are taking advantage of prices quoted at the present time on 1912 samples. Until the ranges are made up manufacturers are not stating the extent of any advances, as they affect the lines made. A different attitude is noted in men's and women's sections with regard to necessary advances.

Most woolen underwear is sure to be somewhat higher in men's goods. In those sample sets, which are ready, retailers are to be asked at least 25c. dozen all round on all heavier lines. This year jobbers will have trouble to procure $6 dozen wool garments, which is a fair standard for a basis. Those lines which have been shown find buyers disposed to buy freely.

Fleece lined underwear deliveries at present are taxing the output at the mills. Future orders are not being accepted for delivery in less than six weeks' time. No statement has yet been received about 1913 samples. Manufacturers are not in a hurry to start next year's business until conditions are more settled.

Combinations for men are expected to sell in greater proportion and "closed crotch" makes have been added to many of the ranges.

Advances are not expected to be so marked on women's underwear. Nothing definite is available, as to which manufacturers will adopt a conserva-

Selling Agents to the Wholesale only

SEWARD BROS.
251 St. James Street,
MONTREAL, QUE.

FOR KNIT GOODS

Representing :—

J. L. Gibson & Co., Dumfries, Scotland,
Scotch Seamless Woollen Gloves,
John Currie Sons & Co., Stewarton, Scotland,
Caps, Motor Scarves, etc.
Messrs. William Lockie & Co., Hawick, Scotland,
Knitted Woollen Waistcoats, etc.
Messrs. H. W. Plant & Co., Leicester, England,
Knitted Woollen Caps, Motor Scarves, Mufflers, Coat Sweaters, etc.

Please mention The Review to Advertisers and Their Travelers.

tive attitude or take advantage of protection in price. In most mills the question of advances in other ranges is raised and as co-operation is not evident competition tends to keep figures down. Just how far each range will show this remains to be seen. It looks as if the trade will have the option of better retail prices or lesser values at regular figures. Each buyer or merchant has his own opinion but larger buyers claim that they can get an advance, as easy as give lesser value. When a garment is advanced 10 or 15c. salesmen have a good argument.

Increased price warrants larger profit but the advance is lessened and the difference given to customers. On a staple garment five or ten cents is an item of advertising in comparison with the practice of the opposition, provided the percentage of profit is satisfactory. One thing is certain, merchants will be able to give customers more value in detail of workmanship, trimmings and finish. Taking general conditions into consideration any slight advances should be favorably met.

Condense in Stocktaking

Forwarding stocks and short inventory follow definite plan — Time saving methods to make stock lists correct — Simple improvements.

Stocktaking is not the troublesome proposition some stores dread if a schedule is followed. Many merchants hold new goods until after inventory and list invoice amounts. It is claimed this is a mistake. Very little extra work is necessary to put the goods in stock at once. Perhaps the office staff has extra extending to do but salespeople have time and get a better insight into the scope of their showings, while they are going through, measuring and giving required space. If later events are influenced by thus educating people to buy early, greater choice and consequent sales result in the departments which are ready.

Properly taken stock gives each part of the staff a satisfactory understanding that the sales end is getting a fair advantage and next season's business is supposed to show results on stock, as listed. Authentic value in any two stocktakings cannot be correctly gauged, unless the stock taken in and prices listed assure a prospective profit for next season, as is expected on new goods.

Merchandise men cannot throw away what does not exist. If results, as shown on stock sheets, are not satisfactory, they can be adjusted later in the office. Double check is necessary to show that everything is listed. Otherwise mistakes are sure to happen. Any oversight is easily traced and saves time later.

Another stocktaking time-saving idea is to condense in calling in and to base inventory prices on prices paid, current or staple costs so as to make a simpler invoice. This can be submitted from each department with extended lists for future reference. For instance, linings can be listed in 10 to 20 lines, prints from 5 to 10 and so on through the entire stock. This is not a question of office saving but of stock knowledge put to good uses and which saves time all round. Such a plan, if properly carried out, is worth more in saving the time of valuable help, preventing chances of mistakes and checking them than the extra work involved in the first place by having the staff take stock right, no one has any excuse for not being done on schedule.

Stocktaking to-day is as amenable to system and labor saving as any other branch of dry goods merchandising has been. Mistakes usually are the result of rushing in measurement, listing and calling in. Extra time to do the work is available if the staff start when they arrive in the morning. Another advantage is that juniors in each department are not allowed or left to wait on stray customers, who are not fortunate to come in before the stocktaking rush is on. There is some satisfaction in knowing that stocktaking is done approximately right. Totals in each department define future plans.

Recent Incorporations

Glassford Bros., Limited, Montreal, have been incorporated with a capital stock of $75,000, to manufacture ladies'-wear and accessories.

Belfour, Morris & Willcocks, Limited, have been incorporated with head office at Montreal, and with a capital stock of $200,000. They will engage in the manufacture and sale of all varieties of dress goods.

The Economic Co., Limited, head office, Quebec City, capital $50,000, have been incorporated to manufacture clothes and wearing apparel.

The death occurred very suddenly at Elmira, Ont., of W. H. Otto, heart failure being the cause. He was born in New Harding and first started in the retail business in Sebringville, where he conducted a general store. About fifteen years ago, he moved to Elmira and bought a dry goods business.

W. R. Brock Co., of Toronto, have entered a team in the Mercantile Hockey League. W. R. Johnston and Nisbet & Auld, two of the old standbys of the league, being a little weaker than usual, have decided to absent themselves for at least the coming winter.



You would not think of selling hosiery seamed up the front

Then why **continue** to sell Hosiery with seams up the back — in the toe or foot? Why continue to sell such seamy, uncomfortable things when you might just as well sell the **better** hosiery—the **Pen-Angle Full Fashioned seamless kind?** These stockings are made **without a sign of a seam**—and are the **only** full-fashioned hose made in Canada that are actually **knit** into shape, and shaped lastingly to the curves of the foot and leg as they are being knit. Women have waited years for such hosiery—and they'll ask for it at your store. So **be wise** — stock the Pen-Angle Full-Fashioned Seamless Kind.

N.B.—IN STOCK FOR IMMEDIATE DELIVERY—

Line 1350—Pure Thread Silk Half Hose (Mercerized toes, heels and cuffs) in the following colors:—Black, Medium, Tan, Light Golden, Navy, Green, Pearl Grey, Steel Grey and Oxblood.

PENMANS LIMITED

PARIS :-: CANADA

Underwear
Hosiery Sweaters

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Pen-Angle Hosiery

REGISTERED

Est'd 

1785

TRADE MARK

BEEHIVE
KNITTING WOOLS

—BRITAIN'S BEST—

J. & J. BALDWIN'S BEEHIVE AND WHITE HEATHER specialties form the finest range available from any source.

AGENT:—DUNCAN BELL, MONTREAL & TORONTO



TIGER BRAND.

DO THEY COME BACK?

It is all right for a retailer to employ a good salesman, but it is not the salesman who brings the customer back to the store. It is the merit of the goods.

TIGER BRAND UNDERWEAR

follows up and proves the statement of the good salesman who has pointed out that these garments are soft, durable and keep their shape. When another need arises the customer naturally goes to the place where he bought satisfaction.

Galt Knitting Co., Limited
GALT, ONTARIO

AGENTS: Ontario—J. E. McClung, Toronto. Quebec—Philip de Gruchy, Montreal, Que. Maritime Provinces—Fred S. White, St. John. West—Hanley, Mckay, Chisholm Co., Winnipeg

Health Brand Underwear

We have a complete stock of all lines of Fall weight underwear, Women's and Children's Vests, Drawers and Combinations, and Infants' Vests and Bands.

All styles, all weights—just the stock for your sorting order.

If you are not handling Health Brand, please see our samples, which are now on the road with our salesmen.

GREENSHIELDS Limited
MONTREAL



IS NOT THE "UP-TO-DAY-AND-DOWN-TO-MORROW" VARIETY

It's the same every day, year in and year out—the same high-grade quality—the same superiority of workmanship. Markets and stocks may fluctuate, weather may change overnight, mushrooms may spring up and die down in a day, but "Peerless Underwear" never varies. It's the old standby, with popularity rapidly spreading from coast to coast.

Make your New Year's resolutions with "Peerless" in the fore.

Build up a good paying business on "Peerless Uniformity."

PEERLESS UNDERWEAR CO., LIMITED

Hamilton, - Canada

WE ARE REPRESENTED BY

ONTARIO—C. & A. G. CLARKE, Empire Building, Wellington Street West, Toronto.
QUEBEC—J. CARSON, 112 St. Peter St., Montreal; **ERNEST HAMEL,** 115 St. Joseph St., Quebec, Que.
MARITIME PROVINCES—G. A. WOODILL, 20 and 21 Royal Building, Halifax, N.S.
MANITOBA, SASKATCHEWAN, ALBERTA, BRITISH COLUMBIA—HANLEY, MACKAY, CHISHOLM CO., Limited, 129 Albert Street, Winnipeg, Man.

DOMINION BRAND



An attractive range of Knit Goods for Spring

Our next season's range will soon be ready, and is, without a doubt, the most attractive we have ever offered. Dominion Brand Sweater Coats are the sum total of genuine value, correct styles and perfect fit.

See our range of Dominion Brand Hosiery—the kind that are boy proof.

A. BURRITT & COMPANY

DOMINION MILLS

MITCHELL -:- -:- ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 282,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARDWEAR



Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

TURNBULL'S UNDERWEAR

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

CEETEE

All Wool

Underwear

Made from only the finest Australian Merino Wool. Every garment is full fashioned and unshrinkable, with an absolute guarantee from us.

RIBBED UNDERWEAR

For Ladies and Children. Soft, elastic and easy fitting. The most popular sellers in Canada.

CHILDREN'S VESTS

The favorite with all mothers. Every dealer should stock these.

INFANTS' "M" BANDS

A patented article that is an absolute necessity for every infant.

SWEATER COATS

The only one of its kind in Canada—Shaker Knit—made from six strand pure wool. Full fashioned—every join and the pockets are knit together—not sewn.

All our underwear is made in Union Suits and separate. In all sizes and weights.

The C. Turnbull Co. of Galt, Limited

Founded 1859

GALT, ONTARIO 637

Ladies', Misses' and Children's Underwear

For Fall 1913

Before placing your order for Fall goods kindly await the call of our representative, who will be able to show you many improvements in our well known brands, viz:

Zenith BRAND — Crescent BRAND REGISTERED — Velva BRAND

in Womens', Misses', Children's and Infants' Vests, Drawers and Combinations.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. W., Toronto, Ont.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

"King Quality" — The HOSIERY HOUSE of Canada — "Queen Quality"

Our travelers are now on the road for Spring 1913 with—KING QUALITY MEN'S HALF HOSE and QUEEN QUALITY HOSIERY & GLOVES for women and children.

The lines throughout are most interesting and it will pay you to wait for our representative.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER CO., TORONTO, ONT.



Please mention The Review to Advertisers and Their Travelers.

The Underwear That S-E-L-L-S Fast



Pen-Angle Underwear (the kind that's knit into lasting shape) is bound to give your customers perfect satisfaction.

Every garment is so shaped in the special Pen-Angle knitting process, that it won't sag, stretch or lose its exquisite shapeliness — and even the wash-tub has no terrors for this perfect Underwear.

Pen-Angle offers the best value you can get for the money. It retains, to the end, all the splendid qualities that made it sell in the first place. That's why Pen-Angle Underwear sells so fast.

Pen-Angle Underwear

PENMANS LIMITED

PARIS - - CANADA

Underwear Hosiery Sweaters



You can get the lion's share of the underwear business next year

by selling

THE WOOLNAP TRADE MARK
UNSHRINKABLE

FOR MEN

Unless you have handled this underwear and have compared its points of difference with other brands, you are not in a position to realize the superiority of St. George Underwear.

All we ask is the chance to demonstrate the features of both our winter and summer weights and to do this we ask only a few minutes of your time when our representative calls.

Other merchants have increased their business by selling St. George Brand. You can do the same.



WE are specialists, making only men's wool underwear in all grades and styles. Insist on St. George Brand.

SCHOFIELD WOOLEN CO., LTD.
OSHAWA

BEAVER BRAND

FOR THE LAST HOUR CHRISTMAS SORTING OF KNIT-GOODS



You can afford to keep your stock of knit-goods up during the Christmas rush, for you are taking no chance whatever of having left-overs. Knit goods are just as good in January and February as they are in December.

While knit goods, such as Sweater Coats for men and women, toques, gloves, mufflers, etc., are in great demand as Christmas gifts, yet the demand does not end there. They are just as good after as before. They are as staple as wheat.



Let us sort your stock as a last hour preventative of lost sales.

Write now for Samples

R. M. BALLANTYNE
LIMITED

Manufacturers of Beaver Brand Knit Goods

STRATFORD, ONTARIO

Toronto Representative:
J. N. BOYD, 373 BROADVIEW AVENUE

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants
181-183 McGill Street, MONTREAL
James Stanbury & Co., Toronto

Textile Soaps

A SPECIALTY

THIRTY-FIVE years' experience in the manufacture of textile soap in England and in Canada.

Send for Samples and Prices

LONDON SOAP CO.
(A. G. Phillips, Prop.)
LONDON, - ONTARIO

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

Hermsdorf Brilliants



are produced by an entirely **new** process called "Hermsdizing"—the crowning achievement of the laboratory that produced "Hermsdorf Fast Black." "Hermsdorf Brilliants" is the name that has been chosen and registered in the U.S. Patent Office to identify hosiery treated by this, the greatest-of-all improving processes.

"Hermsdorf Brilliants" are dyed in **all** colors, absolutely **uniform** in shade—never "streaky" or uneven. "Hermsdizing" is applied to the **finished** fabric—uniting the permanent gloss and beauty of silk to cotton's durability.

HOSIERY BUYERS

are cordially invited to write us for further information. Advertising co-operation will be freely given to firms introducing "Hermsdorf Brilliants."

Cuts and copy for advertising Hermsdorf Fast Blacks are always immediately available. Write to New York Bureau.

"The Name That Sells the Stocking."

Works: Chemnitz, Saxony

Louis Hermsdorf Dyer

American Bureau: 235 West 39th St. New York City

To "JAEGER" Agents everywhere,

GREETING

For the year that is passing

We desire to express our thanks for loyal support and courteous consideration when the demand has outrun the supply.

For the coming year

We are again preparing for greater things

We wish you a Happy Christmas and a Prosperous New Year.

Dr. Jaeger's Sanitary Woollen System Company, Limited,

52 Victoria Square, Montreal.



Alfred Hawley
DYER

When buying Hosiery
ask for
HAWLEY'S
"HYGIENIC BLACK"

There is no better
Dye in the World.

Every Pair
Warranted Fast
to Washing, Hard Wear
and Perspiration.

Works - Hinckley, England.

JAY
UNSHRINKABLE
WOOL
UNDER-
WEAR

THE JAY FINISH
TRADE MARK
UNSHRINKABLE.

THE ABSOLUTE RELIABILITY of JAY Underwear places you in an unassailable position with your customers. The above mark upon the garment is your, and their, guarantee that in fit, fabric, warmth and durability, JAY Underwear is perfect. The makers undertake to replace any garments which may shrink in washing.

Make enquiries of the Wholesale Agents:—

I. & R. Morley, - G. Brettle & Co.,
LONDON, ENG.

ENGLAND'S BEST

Please mention The Review to Advertisers and Their Travelers.

Scotch Knitted Woollen Gloves

MADE BY J. L. GIBSON & CO., Dumfries, Scotland

The Winter Gloves

We are this season showing a very extensive range of Seamless Knitted Woollen Gloves. These are fast becoming "the Winter Glove," and it behooves all Store Keepers to take advantage of the demand. They are to be had plain, leather bound and domed, and in mitts and gauntlets. Ask your **WHOLESALER** for, and insist upon getting, real **SCOTCH SEAMLESS GLOVES.**

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 St. James Street, Montreal, Que.
Phone, Main 4179

DEPARTMENT STORE MANAGER WANTED

One of the best cities in Western Canada is organizing a large Department Store. Population 16,000 and growing rapidly. Close surrounding rural population 300,000. No competition. One of the best railway centres in the West, with more than a dozen branch lines.

This is an exceptional opportunity for an experienced Department Store Manager to attain a valuable profit-sharing contract and salary.

Small investment in Company's shares a desirable feature. Write for full particulars.

J. W. Ryckman,
Somerset Bldg., Winnipeg, Can. **INTERNATIONAL SECURITIES CO., LTD.**

BRITISH AMERICAN DYEING CO.

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED

MONTREAL TORONTO OTTAWA QUEBEC



MENS CLOTHING AND FURNISHINGS



Advance Showings Have Been Received

Greys and browns will fight out for supremacy in fall clothing — Greys have shown a noticeable gain — Conservative mixed colors will be dominant.

IN men's clothing for Fall, 1913, there is apparently going to be strenuous competition between browns and greys for premier position. These two colors will predominate, but it is a matter of speculation as to which will be received with the greatest favor.

Most of the Canadian houses have received the advance showings of mills for next Fall, while representatives of several firms are now in England making their selections. While samples from some mills still favor browns, greys predominate in the showing of other firms. For some time now browns have been in the lead, but greys have of late been making good headway. This is noticeable in the sales for spring, and is expected to be more marked next Fall, when it is predicted by some authorities that greys will surge to the front.

There are very few patterns in next Fall's showings, quite a dominant feature being the conservative mixed colors, much the same in tint as have become prominent for spring with the exception that they run more to darker grounds. Worsteds have been out for some time, but are coming more strong for Spring, and will receive considerable recognition next Fall, as indicated by many samples. While showings of next Fall's fabrics run quite strongly to tweeds in some samples, in others, worsteds are of increasing importance, and clothing manufacturers are reticent about predicting which will be the ruling fabric. As for styles, this is a question for future consideration.

In overcoatings for Fall, 1913, the same rough mixed effects will continue, there being a strong feeling for naps and chinchillas. Last year was practically the first strong season for rough effects, and they are expected to continue for a time. There is a tendency to more striking colors. Meltons and beavers are more dormant than for some time, the tendency of Canadian buyers being towards the fabrics which lend themselves to the present styles in overcoats which are in every way suitable for our Canadian winter.

While Fall, 1913, is already beginning to loom up because it is necessary for mills to work far in advance, here in Canada, Spring is still the problem of vital importance and is now receiving attention. Prospects for spring are exceedingly bright, and according to clothing manufacturers, ordering is proceeding on a most satisfactory scale, retailers appearing to have every confidence in the coming season. As has been pointed out before, browns and greys are the predominating colors, running to mixed effects with green a very prominent tint. There are few marked patterns in demand, the tendency being for straight or mixed colors only, with few stripe or check effects. There is some complaint regarding tardiness of delivery in certain varieties of cloth. Although the English coal strike is past and gone, it's effects are still being felt. At that time, mills got behind and there has been considerable slowness ever since with some mills at least.

Dealers report that the past season has been a particularly brisk one in waterproof clothing—thanks to many and very extended periods of wet weather during the year. The call at times was so heavy that it could not be properly cared for. Spurred on by the activity of past months, business for spring is taking on a healthy stride, retailers taking hold well on account of the difficulties experienced in getting supplies at certain times during the past year. The shipment of those garments in which rubber is used, is retarded by the difficulty of getting rubbers, on account of the trouble in Peru. It is hoped that Spring shipments will be in on time, although it is held by some as quite possible that they may be late. A great deal depends on the

weather as to whether they come to hand in time to catch the first Spring call for these lines.

Suspended in Thin Air

E. E. W. McGaffey, of Lindsay, Ont., in a recent window display used quite a unique method of showing men's ties. There were two rows along the front of the window. Now, if these were allowed to lie flat on the window floor, the colors and patterns would not be shown up to advantage, so they were made to slope gradually backward and upward into the air but by no visible signs of anything supporting them. The magic trick was done by sticking pins about ten inches in length into the plush-like floor covering in a sloping manner and draping the ties over them in such a way as to hide entirely the presence of the pin. Thus were the ties, apparently of themselves standing up in the air, in a sloping manner.

Sweater Coats Sell Well

"In spite of weather that has been none too favorable, sales of sweater coats have been good this Fall," said a men's wear man in an Eastern Ontario town recently. "The sweater coat has not gone under as was predicted by some would be the case when they came into special prominence a few years ago. I remember at that time the manager of our department was very dubious about them, and when he found it necessary to send in repeat orders they were for the smallest quantity possible. 'We don't want to have any left over,' he said. 'They are going strong on them this year but chances are next season they will not want them at all.' His fears, it seems, were not warranted, for the sale has kept up good ever since, and on account of being so serviceable, there is no reason why they should not. Not only are they required for Winter, but are used a great deal during the Summer. This is a strong argument which I use in their sale—pointing out to the customer that he will find use for the garment the whole year round."

Good Grade in Demand

Enough has been seen already to make it quite clear that a demand for a good grade—a better grade than usual—is to be felt in working shirts. These are being turned out at figures varying from $4.50 to $20.00 or even a little more, the big call, however, is for shirts selling from $9.00 up.

Railway shirts which are selling exceedingly largely are being made largely in plain colors. For stripes and polka dots the demand has fallen off greatly. Drills are being largely used.

The desire for separate collars is noted here. One of the best selling lines is made with two detachable stiff collars. Another line, which promises to become popular in the spring, is one equipped with separate soft collars—collars like those used on the more dressy summer shirts.

Eight Hour Day

Montreal, Dec. 2.—Goodwin's Limited, one of Montreal's big department stores, is inaugurating an eight-hour day for employes commencing Dec. 1. Heretofore the store has been opening at 8 a.m. and closing at 5.30 p.m. In future the hours will be 9 a.m. to 6 p.m.

W. H. Goodwin, the general manager, states that the new arrangement is a result of a firm conviction on the part of the directors that the efficiency and goodwill of their staff could best be maintained by that means. "Shop service," he said, is nerve-racking to the girls who have to minister to the wants of every type of mind and temperament. Our store hospital service has revealed to us the advisability and indeed the absolute necessity of reducing the hours of service."

The firm, Mr. Goodwin added, have acted on sincere motives for the welfare of their staff and under the conviction that they would be amply repaid by their increased efficiency and loyalty. He said he felt confident that the women of Montreal would appreciate their efforts to introduce a system which spelt greater comfort and happiness to their fellow-women and that there would be no adverse effect on business.

One other Montreal department store, Henry Morgan & Co., have had the eight-hour day for some time, the hours being 8.30 a.m. to 5.30 p.m., but the other stores are all open for eight and a half hours.

Isaac Leter and Samuel Seigel, Montreal, have registered as manufacturers of ladies' suits and dresses.

F. Barton, men's wear dealer, Toronto, has been succeeded by M. Goldman.

H. Rubenstein, Hawkesbury, Ont., dry goods dealer, has been succeeded by Harry Rubenstein.

Maning & McCulloch, clothing dealers, Saskatoon, have been succeeded by L. D. McCulloch.

Shalhaub & Nassr, dry goods dealers, Windsor, are dissolving partnership, J. E. Nassr continuing.

The Berlin Fibre Products Co., have organized for the purpose of manufacturing in Berlin, Ont.

TRADE W.G.R. MARK

West Point Collar

Sales Increase 65 Per Cent. in October Over September

This big increase is the result of **Merit** (comfort and style) plus more good advertising than any other collar in Canada is getting this season.

Order NOW—You Need It

The Williams, Greene & Rome Co., Ltd.

Berlin, Ontario

FACTORIES:
Berlin,
Waterloo
and
Hanover





INGRAINS COMING STRONG

Reports are to the effect that ingrains, after lying dormant for some years, are coming in strong again. Ordering for the Spring trade has been brisk in all housefurnishing lines.

Spring demand for carpets is heavy — A noteworthy feature is the growing favor shown for ingrains — Small patterns predominate — The favored shades.

MANUFACTURERS and jobbers of carpets have nothing but rosy reports in regard to the Spring trade. Ordering has been on a substantial scale, increasing in volume as compared with other years, which is only natural with the increasing population of the Dominion. The West has come well up to anticipations but there are no complaints in regard to the more settled portions of the country. Already shipping has commenced and will be in order from now on.

It has been intimated in several quarters that there is not likely to be any increase in prices of Spring requirements, as this business has been pretty well booked, and manufacturers will, therefore, probably maintain prices at present standard, at least for the present. Steadiness is by no means lacking as all kinds of raw material used in the manufacture of carpets have been on the upward trend.

In matter of design, small effects are ruling strong, especially for bedrooms, while flowered patterns are being neglected. Green is perhaps the favorite color for Spring, although there is a strong demand for greys, while many houses report reds as of increasing importance.

GROWING DEMAND FOR INGRAINS.

One feature in regard to Spring business with many firms is the growing demand for ingrains. These have been rather dormant for some years, but are apparently coming in strong again. This is following the tendency across the line, where there has been a big run on ingrains. In this regard, one report from a United States centre says:

"The unexpected has happened in the ingrain business.

"Not only are the manufacturers unable to turn out the goods fast enough to meet the demand, but they are confronted with a serious shortage of ingrain yarns and ingrain weavers. This shortage has been due to the gradual curtailment of ingrain production, which has been in process for the past ten years. In this time many ingrain manufacturers have thrown out whole floors of looms and consigned them to the scrap heap. This has not only cut down the production, but it has also thrown idle a number of weavers who knew nothing else but ingrain weaving. These weavers have drifted into other fields, some manufacturing other fabrics and others disappearing entirely from the textile business. As a result, the manufacturers who have been suddenly swamped with orders for ingrains not only find a shortage of trained hands but a more serious shortage in the ingrain yarns which are now being made by but very few spinners.

"If the demand for ingrains continues in the manner that has prevailed for the last six months the manufacturers will gradually be able to train their help and eventually keep up with the demand. They are wondering however, whether the present spurt is temporary, and, therefore, are unable to calculate for the future with any degree of certainty."

IF IT'S ANYTHING IN

WALL PAPER

–OF A PRACTICAL NATURE–

WE HAVE IT

**TEST OUR REPUTATION
FOR PROMPT SERVICE
AND PROVE IT . . . .**

THE WATSON, FOSTER CO.

LIMITED

MONTREAL



Library interior. Note heavy carved furniture in Elizabethan style. Courtesy T. Eaton Co., Toronto. This gives a good idea of the trend in house furnishings.

The Curtain Situation

Ordering of curtains for the Spring trade has been very satisfactory to jobbers. Spring is the season when housecleaning is most indulged in and with it comes a general change and improvement in the furnishings of the home. Thus, the special activity in curtains at this season.

Many houses report that briskness has been particularly marked in Western Canada for Spring ordering. Here, many new homes are annually being opened up, and this combined with general prosperous conditions has resulted in a good volume of business. Shipping will be in order with beginning of the new year. To more remote districts, shipping will begin in January, continuing on into the second month.

There is nothing new in regard to designs. Those for Spring were pretty well a decided question some time ago. What might be called another year in curtains begins in January when showings of patterns for the ensuing twelve months will be made. There is no indication at present of any marked change. There has been a greater tendency for imitations of more expensive designs but in cheaper materials.

Oilcloths Sell Briskly

Business in oilcloths and linoleum is proceeding on a satisfactory scale that measures up well with last season.

The expected is not liable to take place in these lines. Not long ago, it was predicted that higher prices were likely to come, but it seems now that only steadiness can be expected. The price of linseed oil has quite an important bearing on prices of these lines, and while it was quite high some time ago, under the pressure of a heavy yield both in Canada and other parts of the world, values have been gradually moving downward, thus removing the firmness that was present in oilcloths.

Advances Are Not Made

The talked of advance in the price of Wilton and Axminster rugs has not taken place.

In the Spring, it appears, when there seemed good reason to expect the advance, a number of retailers ordered more largely than their requirements seemed to justify. They were covering the expected advance.

Stocktaking Finish

The wholesalers are finishing stocktaking. Reports are practically unanimous on the score of the satisfactory condition of stocks and equally uniform in dealing with the trade now opening. Business is opening up in steady volume.

OPENING OF FALL RANGES.

Fall, 1913, ranges of underwear are to be opened to the wholesale and jobbing trade about December 10.

LAST CALL!



Wide-Awake Dealers Everywhere Have Ordered J-M Asbestos Table Covers to Meet the Big Holiday Demand— There's Still Time for YOU—but HURRY!

Perhaps you are one of the few merchants who are hesitating whether or not to put a few J-M Asbestos Table Covers and Mats in stock in time for the holiday trade.

Perhaps you can't quite make up your mind whether or not they will sell. That's because you're not familiar with their superior quality. If you handle Asbestos Table Covers at all, why not carry the leading make from the largest manufacturers—the standard line—

J-M Asbestos Table Covers and Mats

Sell? Well, you can't get away from facts and figures; and the figures show that there are more of these goods sold than all other makes on the market. And this is accomplished without any advertising to the consumer, but merely on the strength of one user's recommendation to the other.

Don't waste time, energy and capital trying to capture the asbestos table cover business with ordinary goods. J-M Asbestos Table Covers and Mats are sure money-makers and customer-makers for every dealer who will display and push them to good advantage.

Write our nearest branch to-day for special proposition to dealers.

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Manufacturers of Asbestos and Magnesia Products

Trade ASBESTOS Mark

Asbestos Roofings, Packings, Electrical Supplies, Etc.

TORONTO MONTREAL WINNIPEG VANCOUVER

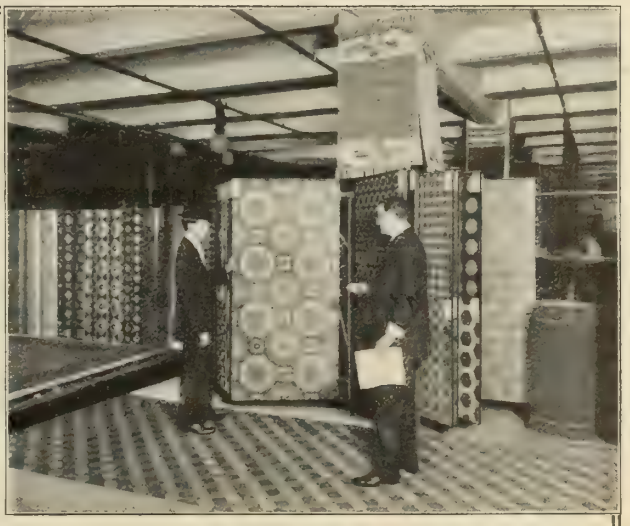
Salesmanship Plus!

Old-time sales methods must go. Modern competition demands it. The salesman of to-day must be aided in his efforts by up-to-the minute devices which insure salesmanship plus. No other brand of salesmanship goes to-day.

Best Display Racks

For Linoleum

constitute one of these devices. They display the goods as they should be shown. Each rack holds from 24 to 160 samples. There are two samples to each "leaf." All the customer has to do is to turn the leaves until she comes to a sample she likes. Then the sale is made. An immense saving of time results. Comparisons of samples is easily effected. The thickness of samples is seen at a glance. No stock to roll up or unroll. Half of your floor space is saved.



Salesroom of MAISON BLANCHE COMPANY, New Orleans, La., U.S.A.

The BEST Rack is made of materials which make for durability. Not a cent will be needed for maintenance. Never gets out of order. Easily installed. Used by the best stores everywhere.

Get ready for the big spring linoleum trade by simplifying the showing of your samples. If interested in a rack to display Linoleums, Oil Cloth or Matting, write for new catalog "Linoleum Selling Helps."

Mailed with prices immediately upon your request.

JOHN H. BEST, 235 South Exchange Street, Galva, Illinois

Also makers of Rug, Comforter, Blanket, Lace Curtain, Drapery and Portiere Display Racks.

"GOODS WELL DISPLAYED ARE HALF SOLD"



Mechanical Toys a Big Feature

Novelties in plush toys such as lion cubs, ducks, puffins, etc — All animals grouped together — Electric light bulbs in sets for Christmas trees — Inexpensive jewelry a big item — Turquoise, sterling and jet jewelry featured — Many new things in imitation ivory — Extensive wearing of corsage bouquets — Artificial flowers for house decoration.

SANTA CLAUS is installed in many stores and in all the Christmas bazaars is a feature. In Toronto, Simpson's are running a Chinese Bazaar, on the third floor, that is a great attraction. Booths have been erected in pagoda fashion and painted in Chinese style and decorated with gorgeous paper umbrellas and paper lanterns. These are for the sale of toys and fancy articles. This floor is richly carpeted in green and, both to protect the carpet and give the effect of a stone walk, a heavy painted cloth, marked off into irregular flags, is used as a floor covering between the booths. One booth is devoted to the sale of dolls, another to handkerchiefs, another to fancy work, another to books, and candies, cards and all Christmas lines are well represented.

The T. Eaton Co. are using their new store on the corner of James and Albert streets as headquarters for Santa Claus. Santa arrived about the middle of November accompanied by a small groom. This groom is a small boy dressed in brown tights with a close-fitting hood over his head and having grey whiskers and moustaches. Another feature to attract the crowd is a Punch and Judy Show.

All toy animals are grouped together at one long counter, and this is backed by a painted cloth representing a desert and jungle scene. One of the toys featured is a lion's cub. These cubs like the Teddy bears are made of tan plush. Hairy monkeys jabber and move from the branches of a tree, and there are camels, and elephants, and plush ducks and puffins that fascinate the wee folk.

A very practical novelty is sets of electric light bulbs varying in number and price according to size and of different colors. These sets are intended for lighting the Christmas tree in place of the dangerous candles now employed. They come in boxes with wires and all attachments. That they are perfectly practical and that in appearance they leave nothing to be desired is practically shown by trees decorated with tinsel and toys and lit up with these sets.

JEWELRY A BIG SELLING ITEM.

Jewelry is a big selling item at the present time. Among the novelties that Christmas selling has brought out may be mentioned turquoises set in sterling silver. These are fashioned into the much liked pendants, and into ear-drops, brooches, bracelets and bar-pins. Jet jewelry is also featured and some really brilliant effects are gained by the combining of jet and rhinestones. Square beads or plates of faceted jet are formed into pendants, dog-collars and bracelets. Jet ear-rings are also shown, and brooches, bar-pins and hat-pins are included in the list.

Ivorine and tinted ivory novelties occupy a large place in the production of novelties that are pretty, artistic and not unduly expensive. Jewel boxes, hat pin holders, photo-frames, calendars, thermometers, etc., are all developed in these imitation ivories. Many have just a pale tinting, but one line shows bunches of cherries in the natural red that almost have the appearance of the natural fruit. Another variation shows a pale amber cherry on a ground of tan.

ARTIFICIAL FLOWERS USED LARGELY.

The wearing of a corsage bouquet of made ribbon or of artificial flowers and the sale of artificial flowers for decorative purposes is growing to large proportions. Carnations, roses, chrysanthemums, and orchids are the blooms most favored for decorative purposes, and these come at various prices according to the quality of the flower. In the higher priced lines it is difficult to tell the artificial from the natural blooms particularly when they are perfumed to match.

Corsage bouquets are showing suitable for wear with a street suit or with a reception gown. Violets

Prompt Careful Service

associated with reliability is accountable for the rapidly increasing popularity of the country-wide known

MOODIES' Hygeian TRADE MARK UNDERWEAR

DEPENDABILITY IS THE ROOT OF SUCCESS

Efficiency and pains taking service as well as quality and value of goods has been and is the very root of the immense underwear business represented by the name "Hygeian."

Dependability is the root of "Hygeian" success and is planted so deep in the Canadian trade that it is impossible to kill it.

Try "Hygeian" for your 1913 business. See our range of samples for Spring, 1913. Ask your jobber for "Vanta Vest."

THE EAGLE KNITTING CO., Limited

Controlled by J. R. MOODIE & SONS, Ltd.

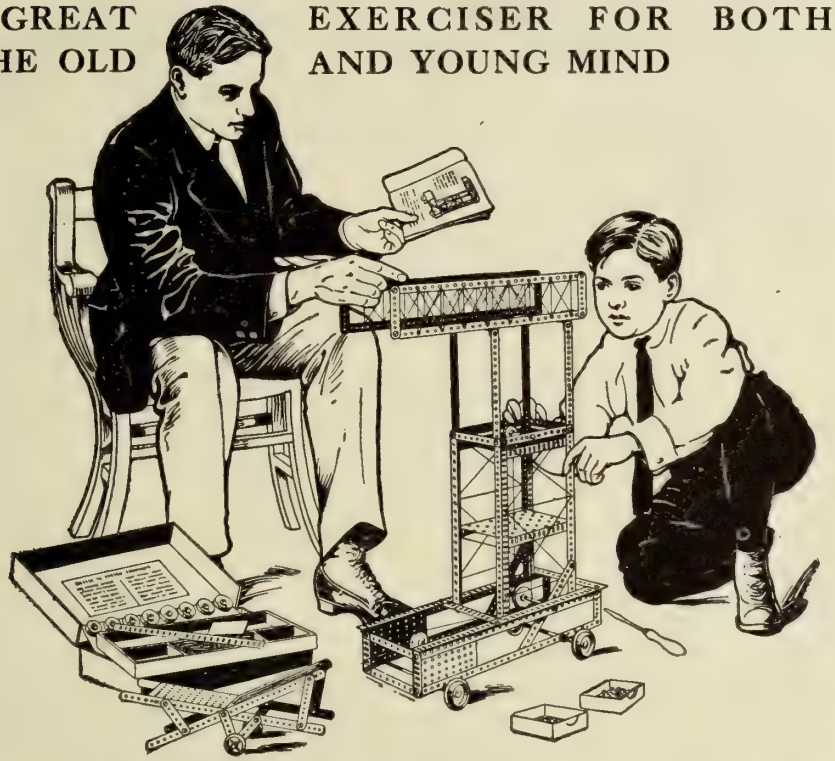
Hamilton - - - Canada

FRANK M. BARNARD, Sole Selling Agent - - Toronto, Montreal, St. John, N.B.

ASK YOUR JOBBER FOR VANTA VESTS, FOR INFANTS AND CHILDREN

Interesting alike to father and son

A GREAT EXERCISER FOR BOTH
THE OLD AND YOUNG MIND



THE AMERICAN MODEL BUILDER

Get the fathers or older brothers who are interested in the little chap's future, to include a set of the American Model Builder in his Christmas gifts. There is nothing that will prove to be more acceptable and of interest to both the older and younger members of the family than an outfit of this kind from which may be built all kinds of mechanical models. Perfect working and exact reproductions of real world wonders.

The sets consist ot from 85 to 1607 pieces and will build from sixteen to 58 models and more depending largely on the boy's inventive genius.

TAKE ADVANTAGE OF THE CONTINENT WIDE CONSUMER ADVERTISING BY STOCKING THE MODEL BUILDER OUTFITS FOR CHRISTMAS. THERE'S MONEY IN THEM. THEY SELL FAST AND CREATE REPEAT BUSINESS FOR PARTS AND AUXILIARY SETS.

SOLE WHOLESALE AGENTS FOR CANADA

NERLICH & CO.

146 FRONT STREET WEST TORONTO

IT CREATES GOOD BUSINESS



—UNSEEN—NAIAD PROTECTS—

NAIAD DRESS SHIELDS

Why a Good Seller

Because a shield that has measured up to all its claims—and these claims embodied in actual fact—have made the "Naiad" the premier shield sold to the trade to-day.

—The shield that stands every test.

—The shield that is absolutely hygienic.

—The shield that is as good the day it is bought as when made.

(A shield that does not deteriorate.)

Samples and Prices on application

Wrinch, McLaren & Co.

77 Wellington W. - TORONTO

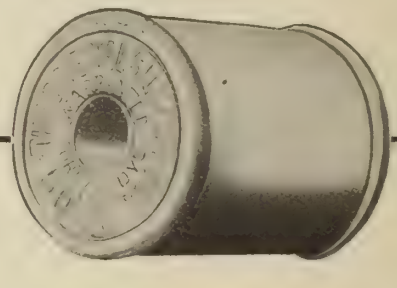
SOLE CANADIAN MANUFACTURERS

or pansies, either alone or mixed with gardenia blooms, lily of the valley, fern or mignonette are made into little posies for street wear. Medium-sized single roses, asters, and chrysanthemums are also used. And for evening wear there are gorgeous massed blooms, such as large pale lavender and purple orchids, golden slipper orchids, American beauty, pale pink and sunset roses, lovely spotted lilys, velvet fleur-de-lis, and for evening wear there are gorgeous scarlet poinsettas.

These flowers are carried both in the millnery and the fancy goods departments, and besides made ribbon flowers both for the corsage and for the hair are sold in the ribbon department.

Hair Ornaments

From articles of this class to hair ornaments is only a step. The simpler modes adopted for dressing the hair are bringing all kinds of hair ornaments to the front. There is an increasing demand for combs and barrettes. For evening wear, these are, as a rule, sold in sets of three combs and a barrette and all are set or incrusted thickly with rhinestones. Bandeaux and coronets come in big variety, the high-class lines being set with rhinestones and many are finished with spun glass aigrettes in either white or delicate



"Oriental" Spool Silk

A trial order will convince you that we have the largest assortment of shades in 100 yards and 50 yards. Ask for our shade card containing 216 shades.

Special Shades will be dyed upon request.

Handsome Cabinets for displaying stock will be furnished at half manufacturing cost price.

Oriental Silk Co.

52 Nazareth St. **Montreal**

SELL

Kleinert's

SHUR-ON HOSE SUPPORTERS

for Women and Children

PATENTED
DEC. 1900



"The Juvenile Hair Bow Fastener."

A Boon to the School Girl Who Wears Her Hair in a Braid

Does away with unnecessary tying of hair ribbons. Simply fold ribbon and insert in fastener at the back of the barrette. Ribbons are always nice and fresh. Less ribbon required, as there is no knot to tie. A big seller. Send for samples and prices to-day. We can give you delivery of this novelty for Xmas selling.

The Smith-D'Entremont Co., Limited

MANUFACTURERS

1475 QUEEN, W. TORONTO

Marabout Boas and Muffs Our Specialty

ALWAYS IN STOCK

		Boas.
20001—5 Rows, 2 1-3 yards long	@	$2.65 each
20002—6 Rows, 2½ yards long	@	3.25 "
20003—5 Rows, 2½ yards long	@	3.75 "
20006—5 Rows, 2½ yards long, Extra Quality	@	4.25 "
20007—5 Rows, 2½ yards long, Extra Quality	@	4.95 "
20009—5 Rows, 2⅞ yards long, Extra Quality	@	8.25 "
20010—6 Rows, 2⅞ yards long, Extra Quality	@	9.95 "
		Muffs.
20035—Medium Size	@	$2.90
20036—Large Size	@	3.25
20038—Large Size, Extra	@	4.75
20037—Large Size, with Nine Tails	@	3.85

BLACK, MOLE AND NATURAL.

E. M. de BOECK & CO., - 43 St. Sacrament St., - MONTREAL

shades, corn color and amber being particularly good. Then there are tinsel bandeaux, Juliet caps of strung pearls and caps of gold or silver and metal lace, finished with tiny hand-made blooms in soft colors.

THE COTTON SITUATION

According to act of Congress the Washington Census Bureau is required to publish monthly a cotton report showing quantity on hand, consumption during the month in the States, quantity exported and the number of active spindles in the country. The first monthly statement just issued gives the present supply of raw cotton in the United States as 2,110,678 bales, and consumption during the month as 437,322 bales. Cotton exported during that time was 729,859 bales of which 345,200 bales went to the British Isles. The cotton imports are placed at 10,510 bales of Egyptian cotton. The number of working spindles is placed at 29,795,792.

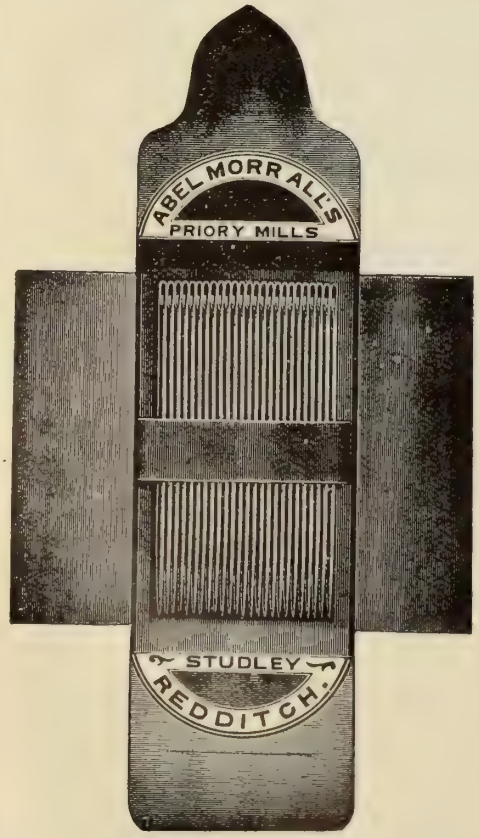
Cotton was purchased heavily last fall by foreign spinners because the crop was large, and prices low, and they had little cotton on hand. This year both manufacturers and spinners have cotton on hand bought at last year's low prices to carry them well on into the season. Therefore the demand is not heavy, and the cotton now moving has in many instances been bought to fill sales previously made when prices were between nine and ten cents last December.

Crop prospects do not indicate the large yield of last year, but there should be ample to satisfy the world's needs.

Heap Big Salesman

An Indian entered a haberdasher's store and walked to the tie counter. He was dressed in a workman's garb and did not look prosperous. A new salesman was talking to an Eastern traveling man at the time, but left him to wait on the customer. Without asking him any questions or greeting him he pulled a bright red tie off the rack and literally shoved it at the customer with the remark: "Heap nice tie; cheap; twenty-five cents."

He was surprised and somewhat chagrined when the Indian replied: "If you are displaying salesmanship, it is very poor work. If that is your best in talking, you need schooling. If you are 'showing off' you are an unmitigated fool. Please let me have one of those plain black silk ties at a dollar."—Boot and Shoe Recorder.



IF

ABEL MORRALL'S

NAME

IS ON YOUR

NEEDLE PACKET

YOU HAVE GOT ALL THERE IS TO BE GOT IN NEEDLES

BUT SEE IT IS ON

Stocked by all Jobbing Houses



DRESS GOODS and FABRICS

New York Fabric Market

The fact that there is now little likelihood of an advance in prices of cotton materials is an important one. Buying has been steady for some time past. A tendency is shown in the dress goods markets to order more freely of better priced materials.

Little Likelihood of any change in Prices of cotton materials — Long growing season may cause revision in previous crop estimates — Demand shown for better fabrics.

LONG after the period when destructive frosts are usually experienced, the weather this season has continued to favor the growth and the harvesting of the cotton, enabling the best crop possible to be saved. Therefore, it is quite probable that some revision of the early estimates that always discount the effects of early frosts will have to be made, and that the crop of raw cotton will be larger than expected. The previous estimate that has found most favor places the crop at a little under 14,000,000 bales. The needs of the spinners are placed as about the same as last year and this argument is used to the advantage of prices. It is pretty certain that spinners' needs will determine prices and, therefore, should it prove true that the present crop turns out larger than expected, the influence of the same will be felt.

But at the present it would seem that fluctuations in raw cotton are having little influence upon the prices ruling in the fabric market, and the reason given is to be found in the fact that mills are so well sold up ahead. When cotton declined some weeks ago the mills had no stocks available and held to their prices. There was a lull in demand, for a short period but now that cotton has again advanced buyers are as ready as ever to place orders. There is no doubt about the fact that the market is well cleaned up and there are no overstocks in any quarter. In many lines there is a decided shortage, and this is particularly true of staple lines.

The mills have the situation well in hand, for when the demand for staple fabrics started some time back they had no surplus stocks and immediate supplies were not to be had. Buying has been steady for some time past and the mills have been able to advance prices and at the same time keep their output taken up ahead. This is the reason that there are no goods available for quick delivery. When mills are sold up any decline that may take place in raw cotton does not immediately affect the prices of cotton fabrics.

Prices on the majority of staple lines show advances over prices at this time last year, but keeping in fact the values of raw material and the fact that all classes of labor has advanced, fabric prices are not unduly high and there are not wanting authorities who assert that they do not cover the price of the raw material and the increased cost of labor.

Two features in the cotton dress fabric situation that buyers should note is the amount of business

that is being done in better fabrics. This is especially noticeable in the cotton ratines or eponges where cloths to sell at 75c. and up to $1.25 are being well taken. The other feature is that in light weight materials there is a tendency towards extreme sheerness of texture and absence of weight that is causing cotton voiles and marquisettes to displace those of wool, or wool and silk. These goods are also less expensive, and some very beautiful styles are being produced in silk stripes and in chene ribbed and brocaded effects. The popularity of all brocades has brought out voiles, and many novelties of this kind will be shown for the assorting season.

Better Priced Material Selling

One feature of the dress goods market for the coming Spring and Summer is the size of the orders placed for better-priced materials. Buyers generally seem satisfied that just about the present selling number of yards of cloth will be wanted for a dress or suit, and they are going to make up the difference by selling more better-priced material. The general character of the sales show that the present preference for solid colors and quiet effects is to continue. Stripes, especially pin and corded stripes, are strong and are shown in great variety. Checks, too, are picking up and it is quite possible that the position they have attained will be a surprise to many when the retail selling season opens up. This applies particularly to small shepherd's checks in black and white and black, white and a color.

All kinds of cord fabrics are strong sellers and cords vertical, diagonal and to a less extent horizontal occupy the first place in the market. Fancy piece dyed materials, particularly in ribbed goods having a high place. Whip cord serges and diagonals are also good. Piece-dyed serges, poplins and batistes are also selling but more particularly by the cutting-up end of the trade.

In better cloths, velour de laine which is an unfinished broadcloth, wool cords, Bedford cords and eponges or ratines are the selling cloths and these materials will be wanted not only for suits and tailored dresses but for the ¾ and ⅞ coats that promise to be so big a feature in the coming season.

Blue is still the leading color, navy, deep novelty blues and Copenhagen being all shown. Next to blue, black, and black and white, must be placed, but the new corner in the novelty class is taupe. This color has been gaining ground since the opening of the Fall season and promises to further increase its lead. There is some feeling for purple and amethyst shades, and also for shades of red. Burnt orange is spoken of as the leading trimming shade in Paris at the present time.

White will be strongly in evidence all Winter for evening and semi-dressy wear and will be very much worn in the coming Spring. Soft pastel shades, particularly pink and blue will be wanted for dressy gowns and silk poplins or eolionnes both plain and broeded promise to be leading sellers.

Paris Featuring Crepes For Spring

During the past year silk fabrics have been exceptionally popular, and this popularity and the consequent heavy sale of silk materials is a condition that promises to continue at least over another season. The only complaint made comes from the manufacturers, and they seem to be at one in stating that in spite of the large sale of silks it is impossible to obtain prices that are sufficient to adequately cover the increased cost of production, that is to take care of the increasing cost of manufacturing due to advancing labor and the higher values of raw silk. One feature of these advances that should make for better conditions is that the class of mills that are accustomed to flood the market with low-priced silks are finding increased difficulties due to these causes.

During the past month there has been a big demand for chiffons both from the retail and the cutting-up trade, and this demand shows every appearance of being carried over into the Spring season. This has induced makers of chiffons to produce novelties in two tones, and in striped printed and brocaded patterns.

Paris, buyers who are in touch with that centre say, is concentrating on crepes and all crepe fabrics headed by crepe-de-chine will be good for the Spring season. Crepe meteor, and Canton crepes are also showing and a new variety of crepe with a satin back is showing.

The leading colors for Spring are white, black, ivory, taupe, violet, amethyst, tan, brown, Copenhagen, ciel blue, shell pink and navy and both plain and brocaded effects are the sellers.

In the Canadian market charmeuse and soft satins both plain and brocaded will be leading materials. Some very soft-finished brocaded chiffon taffetas will also sell. For trimming purposes, and for uses where a somewhat heavy material that is at the same time soft and drapes well, cord fabrics will be chosen.

Brown Velvet Cord

27-inch at $1.00 per yard

A small shipment just received in the golden brown shade so much in demand.

VELVETEENS

For Immediate Delivery

27-inch at $1.00 per yard—Black, Navy, Bronze and Ruby.
27-inch at 85c per yard—Black, Navy, Smoke, Brown, Myrtle.
24-inch at 65c per yard—Black, Navy Laurel, Myrtle, Cardinal.
21-22 inch at 37½c per yard—Black, Navy, Grey Dahlia, Plum, Chanticler
22-inch at 75c per yard—Grey Whipcord effect,

Mail orders filled promptly.

HAYES & LAILEY

TORONTO

An Exact Reproduction of

"B.B." TORCHON

Copyright.

REG° B MARK

PATENTED

THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

HAND MADE LACE

Manufactured solely by Birkin & Co., Nottingham, England

Also Manufacturers of High Class Washing Valenciennes and Exclusive Novelties in Dress Laces, Allover Nets, Etc.

Canadian Agent: A. B. FISHER,

400 Empire Building, 64 Wellington Street West, TORONTO



Serpentine Crêpe



The very aggressive advertising that we have been placing in such Canadian dailies as the **Toronto Globe, Montreal Star,** etc., have greatly stimulated the demand for the genuine Serpentine Crêpe, which was originated and has for over twenty years been made exclusively by us.

Retailers will do well to keep their stocks of Serpentine Crêpe well ordered ahead, for every indication points to a very large use of the genuine Serpentine Crêpe during 1913.

We shall continue our vigorous work in creating a still greater demand for Serpentine Crêpe, and are always ready to supply retailers who sell it with effective printed matter, attractive cut-outs, dainty little Calendars, etc., bearing their imprint, all free of charge.

Write us, Mr. Retailer, and we will be glad to co-operate with you to increase your sales.

Pacific Mills

Boston, Mass.

TRADE PACIFIC MARK

TRADE PACIFIC MARK

The "Pirle" Finish
For Dress Goods.
Will not spot or cockle with rain.

"Cravenette" Showerproofs
For Wet or Fine.

Kirk's "Permanent" Finishes
for Italian Cloths.

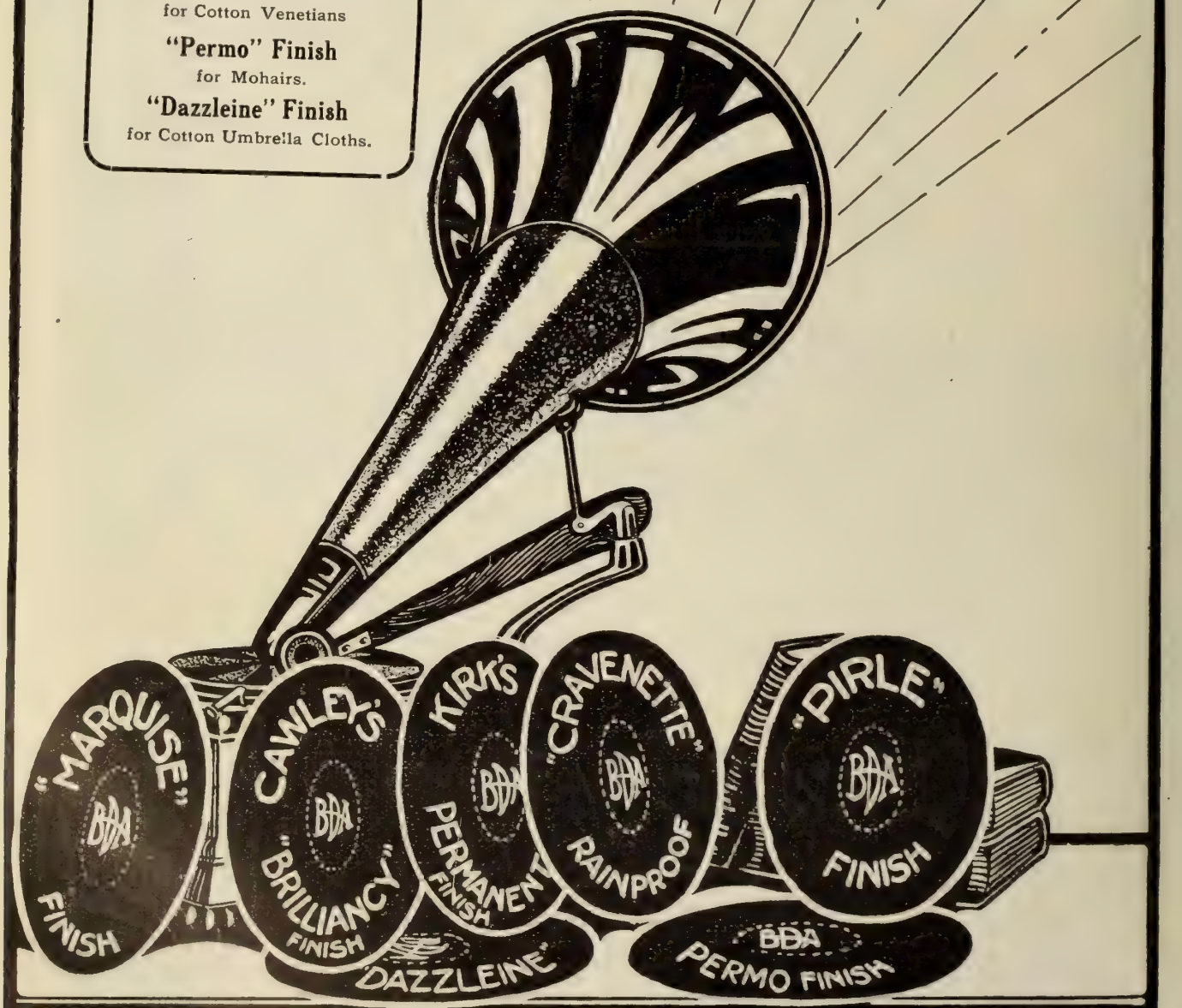
Cawley's "Brilliancy" Finish
for Cotton Satteens,

"Marquise" Finish
for Cotton Venetians

"Permo" Finish
for Mohairs.

"Dazzleine" Finish
for Cotton Umbrella Cloths.

The BDA records speak for themselves.



The Bradford Dyers' Association, Ltd., 39 Well Street - BRADFORD
128 and 129 Cheapside, LONDON

SUNRISE LONGCLOTH



Sunrise Longcloth

A range of pure white cotton for every household use.

Good Profits for the Dealer Satisfaction for his Customer

For all round usefulness and good service for every household purpose, Sunrise Longcloth range is a perfect product.
Its well known quality has built up for it a reputation that makes it one of the best selling textile lines in the trade.

Your Wholesaler Carries Sunrise Longcloth in all Qualities

Get the genuine article and you will get the profit and satisfaction that goes with it.

Dominion Textile Co.,
Limited

Toronto Winnipeg
MONTREAL

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

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GOLD MEDAL
LINENS

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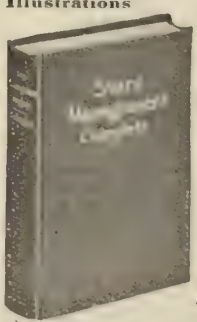
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TORONTO

To Start Adjusting Bureau

American millinery jobbers are moving to establish board to adjudicate on all returned goods — This may lead to better conditions all round.

Reforming abuses is always a slow business, and in spite of its frequent ventilation in the trade press the returned goods evil still flourishes. In no branch is it so aggravated as in the millinery section. Though there are always one or more sides to a story, and though there is no doubt that there are times when the returns made are perfectly justifiable, on the other hand there are retailers who are what may be termed chronic returners. These merchants buy millinery with the intention of returning part of their purchase later if it suits them to do so. They do this particularly with early season novelties, novelties that are apt to diminish in value when once the season is thoroughly opened up. Often these goods are retained until after the period when the wholesale house can obtain full price for them, a fact that is fully known to the buyer. Yet when these goods are returned the merchant doing so will often have the assurance to demand full credit for them. And goods of this kind often form the basis of cut price complaints; for the wholesale house has no choice between jobbing them for what they will bring or accepting a heavy loss.

The millinery jobbers in the United States are moving in the direction of elimination. This they are doing by the formation of a bureau of adjustment of which the findings shall be final.

It is believed that this bureau will go far to insure the proper filling of orders, and the best of care as to shipping and packing. A slip enclosed in all parcels clearly defines what returns will be accepted and those which are objected to and will not be accepted. Returned goods will not be accepted when they have been bought in person or by the firm's buyer either when on a market trip or from the travellers when on the road. These goods when shipped according to order may not be returned and such a return will be deemed unjustifiable.

Developing A Store Brand

Linens sold by W. H. Scroggie Ltd., are being made with special design and are being called "Heather Linen"— Expensive Window display of linens brings big results.

The store brand and design idea has been developed in linens by E. Dunn, manager and linen buyer, with W. H. Scroggie, Limited, Montreal. Mr. Dunn made arrangements with manufacturers to have his own special design made on cloths, napkins, towelling or piece goods and ticketed with the "Heather linen" ticket. No other firm will have the same design or the Heather ticket on their goods. The policy being pursued is to feature these lines very prominently as "Scroggie's Famous Heather Linens," with the object in view of making the name well known.

With this object in view, a special window display of linens was arranged. All varieties were shown—cloths, napkins, piece goods, towels and



toweling. The success of this display was most pronounced, large sales resulting in the lines shown.

It is the intention of Mr. Dunn to pursue the private design idea even further. Next spring, he will have special all-wool blankets ticketed as "Heather blankets."

All cloths, napkins, piece goods, towels and toweling are ticketed individually.

Death of Joseph Mickleborough

St. Thomas, Nov. 27.—The death occurred on Tuesday night of Joseph Mickleborough, following a stroke of paralysis.

He was born in Wentworth county in 1846 and received his early education at Preston. He became established in the dry goods business in Galt under the firm name of Mickleborough & Co. In 1877 he came to St. Thomas and established himself in partnership with his brother William. William retired in 1893 and Joseph continued the business until he disposed of the principal interest in it a year ago to Harbour and Brick

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You can talk across the continent for two cents per word with a WANT AD. in this paper.

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Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

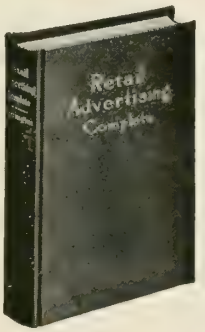
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

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The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

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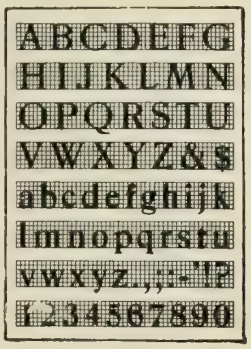
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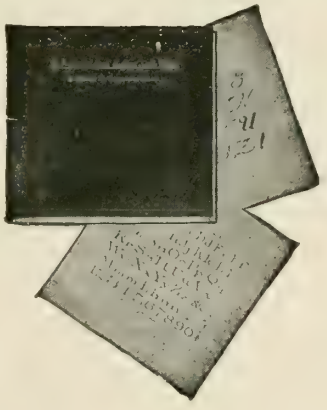
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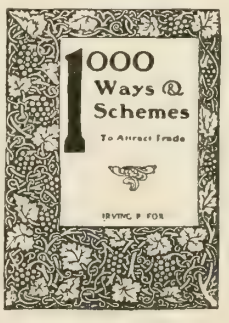
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Dry Goods Review

Vol 24 No 24

DECEMBER 18TH 1912



As the old year flickers, sputters and slowly dies out, the light of the new year comes to take its place, clear and beautiful with its promise of new and better things, heralding the start of a new stage on the pathway of time.

The Review offers the compliments of the season to its many readers, wishing them the fullness of prosperity and happiness during the year that is ahead.

PUBLISHED SEMI-MONTHLY

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DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. December 18, 1912

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

THE MACLEAN PUBLISHING CO.

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Our Convention Report

IN the last issue of Dry Goods Review a complete report was published of the convention of the National Cloak, Suit and Skirt manufacturers, at Chicago. The dry goods trade learned the style recommendations adopted at the convention; first through the columns of this paper.

Not only was the Dry Goods Review the first in the field with this information, but it was the only Canadian trade paper represented at Chicago.

In order to give the readers of the Review the benefit of an early and complete report, a member of the editorial staff of this paper was in attendance at the convention.

Banking on Christmas Eve

BUSINESS transacted on Christmas eve is so heavy that the question of the disposal of the cash taken in becomes a serious problem. A few banks remain open for the accommodation of the merchants but the number doing this is comparatively small. The merchant has the alternative, therefore, of leaving the cash in the store safe, or carrying home as much of it as he can manage in order to have it in his own safekeeping. In either case, he is bound to be the prey of anxiety until such time as he can get the money safely to the bank on the morning after the holiday.

The bank owes it to the merchants to relieve them of this anxiety and a little pressure judiciously brought to bear should result in a general decision to have branches open for a certain period at least on Christmas eve. If the merchants doing business at each bank were to get together and put the matter before the local manager, he would almost certainly recognize the justice of their claim.

Real Salesmanship

THE problem discussed in this issue is the practicability of basing salary on percentage of sales. A number of opinions are printed from men in the trade which throw interesting sidelights on the subject.

On consideration, one fact stands out prominently. The salesman who is really valuable to a firm is the one who adopts the broad policy of rendering service. A salesman who renders service to customers, who is obliging and courteous at all times, makes permanent customers for the store. A salesmaker, who has no thought more advanced than getting money out of the customer, makes sales only.

The Matter of Claims

THE chronic kicker is a type that is never missing. He can be found everywhere and the dry goods business contains some very good examples of the type. The c. k. makes himself felt particularly in the matter of claims for faulty shipment and it is no exaggeration to say that there are some men who make a claim on every consignment of goods that reach their stores. Whether they do this as a matter of principle or because they just naturally like to kick is a matter for conjecture; but, whatever the reason, the fact remains that the practice is prejudicial to the best interests of the merchant himself.

It is not the intention of The Review to say that the merchant should not complain promptly when goods reach him in damaged condition, short of quantity, or of quality below sample. When there is legitimate cause for complaint, he should lose no time in putting in a claim. But the practice of making complaints on the veriest trifles—a habit that some men fall into—is reprehensible and unwise.

The wholesaler comes to expect a kick from every consignment sent to dealers of this class. What's the use of taking particular pains with this when there will be a kick anyway? is the mental attitude that is bound to unconsciously develop. A fair-minded attitude on the part of the dealer will win the best service more surely than continual kicks.

Keeping Up Appearances

TREND of demand during the past year has very clearly denoted one thing. People are more inclined than ever to make sacrifices for the sake of keeping up appearances. Cheap imitations of expensive styles have been much sought after. While the demand for real quality has still obtained, and always will, a large percentage of buyers have demanded appearance and style as the first essential. With people of this class, wearing quality is not regarded so much as the necessity of appearing in a good imitation of the very latest thing. This tendency has manifested itself in many directions. It has been marked in housefurnishings as well as in clothing and articles of personal adornment.

Honesty is the Best Policy

THE old adage—"Honesty is the best policy," is as true to-day as it was long ago. Take the matter of imitation silk, the wood fibre variety. A lady went into a certain dry goods store the other day and asked to see some silk mufflers. The clerk showed two lines, one at 98 cents and the other at $1.39. "Are these pure silk?" asked the lady. "Yes, madam," replied the clerk. "They do not feel like it," the customer remarked. "Isn't this what is known as wood silk?" "I don't know, madam. They are marked silk. It is the only kind we have." The lady did not purchase. The lines shown were not as soft and silky as she wanted, and she also expected to pay considerably more than the prices asked. She visited several other stores and was shown similar lines as well as higher priced genuine silk scarfs. It was the latter she wanted and she eventually secured what she started out to get. But all the scarfs shown to her were classed as "silk," whether they were pure silk or imitation, and the clerks were either ignorant of the difference between the pure silk and the imitation or they misrepresented the goods.

No merchant would sell the imitation variety as the real silk. He knows full well the necessity of maintaining the reputation of his store. But some clerks are either not informed on the point or are too anxious to make sales. At any rate, they do not advance the explanation. Why not inform the clerk so that he or she would be able to intelligently describe the good points of either lines? There are lots of good points about the imitation silk to sell it on its merits—the cheaper price, its wearing qualities, appearance and so on.

The store that is perfectly frank with its customers in cases of this kind would win in the long run and be more thought of. Its patrons would learn to rely on its statements as fair and honest and would know they were getting a square deal.

The Passing View

A merry Christmas and Happy New Year to all.

* * *

Here is one of the best new year's resolutions we know: To profit by the mistakes made during the year that is past.

Christmas Greetings

TO the merchant, Yuletide has a double significance. It is not only a time for unreserved merrymaking and for the strengthening of bonds of friendship with one's fellowmen, but also a period of extreme trade activity. Gift giving is the most essential feature of the Christmas celebration and, in consequence, the few weeks immediately preceding the holiday are perhaps the busiest of the year for the merchant.

The merchant pays a heavy price for his share of Christmas profits. Attending to the wants of holiday shoppers is a strenuous occupation, and it is always with a sense of deepest relief that, somewhere about the time when the midnight bells herald in the day of general rejoicing, he slowly wends his way homeward.

But no amount of enervating toil or continued worry can dampen the ardor that Christmas arouses in every heart. Leaving the perplexities of business behind him, the merchant plunges into the festivities whole-heartedly. Despite the fact that they part on Christmas Eve with enthusiasm at a more or less low ebb, the holiday serves to establish closer relations between the merchant and the members of his staff. The satisfaction that comes from the knowledge of a heavy task well done is found on all hands. A better understanding arises out of the holiday trade. Mutual good wishes are inwardly felt, as well as openly expressed.

To one and all—to the proprietor, manager, buyer, saleswoman and salesman—The Review extends hearty greetings. That the season now well under way will prove abundantly profitable and serve as a fitting prelude to the enjoyment of a happy holiday, is the sincere wish of this paper.

But other thoughts arise at this season of the year. The mind does not focus entirely on the pleasures ahead, but unconsciously travels back over the events of the past year. It is a time of retrospect. Joy at the Christmas season is unconfined only when the thoughts that arise of past events are untinctured by memories of bad fortune or sorrow. From such marring influences, the coming celebration should be singularly free. The year 1912 has been a prosperous one and, with few exceptions, merchants have found it profitable. Except where personal bereavement or loss serve to check the seasonable merrymaking, the holiday should pass without a single feature to mar or detract.

New Year treading closely on the heels of Yuletide brings another train of thought in its wake. The mind bounds from thoughts of the past to speculation on the score of the future. What prospect does 1913 hold forth? Little doubt need be entertained on this score. The year should be fully as prosperous as the year that is over. Indeed there is every reason to anticipate that conditions will show a betterment and that the records of 1912 will be set at naught.

Lastly, comes the thought of New Year's resolutions. It is inevitable that we should form new resolves, rebuild our ideals and plan bigger things at the inception of each year. The man who starts the new year with no such mental stimulus must be either an egotist, hopelessly burdened with fatuous delusions, or a failure sunk too deeply in despondency to hope, or care, for a new start. Every one of us, merchant, salesman, journalist, can find plenty of ways, to improve ourselves. Let us resolve to apply the remedy in each case.

Prosperity Has Been Keynote of 1912

An exceptionally satisfactory year now drawing to a close — Lack of supplies has been the only drawback — Prospects for the future are very bright — A summary of trade conditions.

THAT business during the past year has been thoroughly satisfactory from practically every standpoint is the verdict one reaches after a review of the past twelvemonth. It has been, in fact, a record-breaking year in many respects. Demand in all lines has been so great that the manufacturers and wholesalers have had considerable difficulty in keeping pace with the consumption. The very magnitude of trade has created what might be termed the one serious drawback noted during the year—inability to fill orders on time.

The Review has made an effort to secure authoritative information from all sources. Varying opinions have been secured on certain points but with respect to the main theme, that of trade conditions during the year, a remarkable unanimity has been found. All agree that 1912 has been a monumental year. "Never better," is the laconic and highly expressive term that many employ in summing up conditions. It is significant that few men show much inclination to discuss the subject at length. Business has been so universally good that to discuss it seems superfluous.

THE FLY IN THE OINTMENT.

The fly in the ointment has been the inability of manufacturers to meet all demands promptly. This has been due to a number of causes. Outstanding, of course, has been the colossal proportions to which demand has grown. It has been found hard to secure help; manufacturers have been seriously hampered by their inability to man their plants to capacity. To further complicate matters, the railways have been seriously congested and shipments have been slow and unsatisfactory.

The condition noted has not been confined to any one trade. Delay has been the common lot of the grocer, the hardwareman and the boot merchant as well as of the dry goods man. Back of it looms up the unmistakable cause—the unprecedented and spectacular growth of the country. Jack Canuck has been marching with seven-league shoes. Industry and commerce have found it hard to keep up.

A WONDERFUL YEAR'S GROWTH.

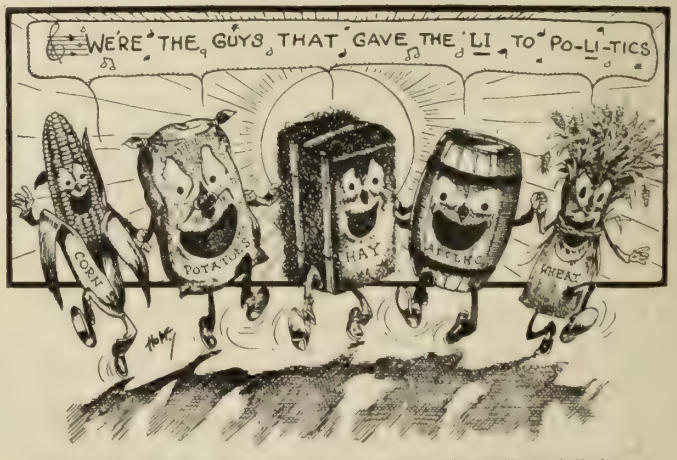
Figures give but a bald and colorless conception of what the year's growth has been, but in no other way is it possible to arrive at an accurate estimate.

It is impossible to give a definite statement of the increase in population. Immigration into the West alone, however, will almost certainly run over 300,000. A report just received from the post office department at Ottawa contains the interesting intelligence that during the last fiscal year there were 437 new post offices opened in Canada—an average of more than one a day. If the march of progress is maintained, a few years will see each one a thriving town. The mythological story of Jason and the dragon's teeth is fairly outdone by the developments in the West. While men may not spring from the soil they come from all corners of the earth in numbers that seem almost incredible.

As an evidence of the growth of trade, we have the fact that imports from the United States have passed the million-dollar-a-day mark. This is practically double the import total of a few years ago, but the growth cannot be attributed to an increase in the strength of American manufacturers on the Canadian market, as one might at first suppose. The output of Canadian manufacturers has shown an even greater increase than American imports. Sum-



Is it any wonder that the retail merchant dreams of prosperity?



An American cartoonists idea of the reason why politics failed to affect business in the United States this Fall.



TO each and every one of our friends we wish . .

A Very Happy Christmas
AND
Prosperous New Year

The W. R. BROCK COMPANY (Limited)
Toronto

ming it up, therefore, the only conclusion to be drawn is that the demand in this country has grown out of all proportion to what it was a few years ago.

PROSPEROUS RETAIL CONDITIONS.

Under the circumstances, one does not wonder that the past year has been a brisk and prosperous one in the retail trade. There has been plenty of money in circulation and people have shown a tendency to buy freely. The tightness felt in financial circles during the past few months has not yet been reflected in trade. It is doubtful if it will reach the consumer, as the causes are acknowledged to be temporary; and, in the meantime, business is proceeding in thoroughly satisfactory volume.

COLLECTIONS HAVE BEEN GOOD.

On the whole, collections have been good during the year. Manufacturers and wholesalers report that they have not had serious cause for complaint at any season. The merchant in turn has found money free. The "dead beat," like the poor, is always with us, but he has not made his presence unduly obtrusive this year.

PROSPECTS FOR THE FUTURE.

Turning to the future, the prospects are all that business will continue quite as active as it has been in the past. In gleaning opinions on this score, one meets few who regard the future in even a mildly pessimistic vein. Optimism is the prevailing note.

Getting down to facts, there is no reason why this should not be the case. Crops have been good, the development in the West has been more marked than ever before. Vast structural work has been planned for carrying out next year. No loop-hole has been left for hard times to creep in.

There are tangible evidences on every hand of the confidence that manufacturers are placing in the future—new plants in course of erection, extensions, improvements of plant and product. The railroad construction work alone is sufficient to insure the continuation of a brisk tone.

The opinion of one manufacturer with regard to the future may be cited: "We have kept a finger on the pulse of the consumer in general and we feel quite assured that the coming year will be quite up to the most optimistic expectations. We have seen fit to invest large sums of money in a new manufacturing building as an evidence of our faith in the continued prosperity of Canada."

Prices Tend Upward

A marked tendency during the year has been toward higher prices. This trend is now coming more definitely to a head with the result that higher prices are predicted for next year in many lines.

Higher prices are the inevitable result of the rapid advance in manufacturing costs and raw material. That the trend will continue upward, there is every reason to believe.

Little difficulty has been experienced as a result of the advances in price for the very good reason that the public has become resigned to the inevitable. People have become accustomed to paying good prices and they are willing to pay the extra margin for a good article. Certainly the higher prices have not resulted in any curtailment of trade.

News of the Trade

Toronto, Ont.—A fire broke out in a building at 20-22 Wellington Street West, doing damage to the extent of about $10,000. The firms occupying the building, who shared the loss, were: The Hartwick Fur Company; The Strong Fancy Goods Company; The Mikado Japanese Silks Company; W. H. Payne & Company, woollen goods; Boulter, McMillan & Company, woollen goods; Wm. R. Begg, manufacturers' agent; Herman E. Boulton, manufacturers' agent.

Goderich, Ont.—Fire totally destroyed the woollen mill property here on Sunday morning. The mill, which has been closed down for several years, will be a complete loss to the owner, T. R. Forsythe, of Ottawa.

Toronto, Ont.—William George Bilton, senior member of the tailoring firm of Bilton Brothers, Ltd., died at his residence, 48 Huntley Street, after an illness of only two days. Mr. Bilton was born in Rose Hill, now part of Toronto, about 67 years ago. He began his business career as a buyer for J. W. Gale, and for seven years was associated with John Macdonald & Co. In 1880, in company with his brother, Thomas Bilton, the partnership of Bilton Brothers was formed, which has since become Bilton Brothers, Ltd.

Meaford, Ont.—F. G. Foster, of Toronto, has bought out the stock of E. Topp and is holding a clearing sale at greatly reduced prices.

Vancouver, B.C.—G. B. Nelson is advertising a going-out-of-business sale, starting Friday, November 29.

North Bay, Ont.—Fire Broke out in the millinery store of Miss Smith and spread to the general store of T. N. Fowler. The loss will be about $20,000.

Woodstock, Ont.—Changes are being made in the Manzer Departmental and Oak Hall Clothing store. The entire second floor has been leased.

Look on Butterick as a salesman for your merchandise and you've got the right Pattern idea.

Butterick Has Pulling Power

The Butterick Publishing Company

68 Duchess Street **Toronto, Ont., Canada**

Study Principle Before Concession

Many of the advantages used by ad. men are unnecessary in their result on sales — List is growing and suggests elimination — Combating evils will make good copy.

FREE! Everything boxed free; free railway fares for customers within a radius of forty miles; Santa Claus in Toyland; toy shops; ice caves; groves; prizes for Santa letters; free balloons, dust caps and dusters, writing tablets, pencil boxes and roller skates; doll dressing contests; prize dolls free; money to the babies; drafts on Santa Claus; Christmas displays and bazaars; premiums for nothing; open nights; special deliveries; extra salespeople; values and space for holiday goods; unquestioned exchanges; credit until February, 1913. All these inducements, combined with extra advertising in newspaper space, are a few of the concessions given by merchants to boost holiday business this year. Some stores would make a monopoly of them if it were feasible.

All are legitimate and apparently good business as far as results are evident because holiday sales are claimed to surpass all records.

Merchants have each done their share and perhaps more in creating competition to make business. The plan of education teaches people to expect greater concessions in using the store, stocks and service; while each and every advertising scheme, which the advertising department may suggest, is used. The question arises: What is to be the limit?

The question seems to rest with the efficiency of the advertising department and the success of going one better than the other fellow. Maybe the other store did it first. One feature in the matter is suggestive. The list is not getting smaller but will be augmented by several new ideas next year.

FEW CONCESSIONS IN RETURN.

Merchants ask very few concessions in return. Although their efforts aim to accomplish much the store is not any nearer attaining desired results than a year ago. Following the rule that everything must be in the customers' interests, merchants are justified in stating their position in the ad. Each action is appreciated by customers, who know what greater service means. As a return for this service, merchants can surely expect cash, no approbation or C.O.D. parcels, early shopping, adults to chaperone children visiting the store, co-operation in observing the rules of the store, which give efficiency, and in relieving delivery systems by carrying small parcels. Two more stipulations are made that customers do not handle perishable merchandise and pay for what they select. Advertising suggestive gifts has to be depended on to have customers give some idea of what they intend buying.

The same reflections on how much better this season's business could have been handled, are coming as usual after Christmas. It is always easy to criticize afterward.

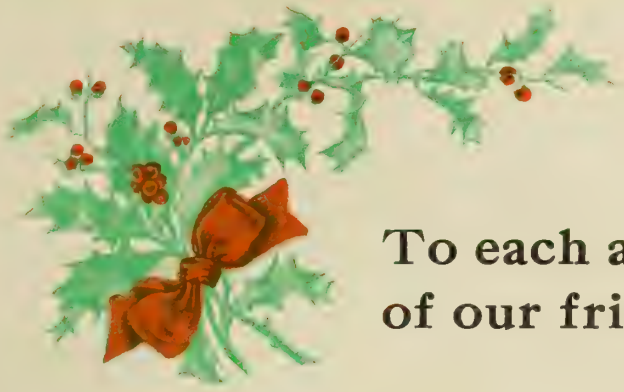
One of the difficulties is to get admen to take a stand on important store principles and policies, with the same enthusiasm as they do when so-called schemes to boost business are advanced. Anything which it is thought may prove detrimental to the ad. department, or is not in the nature of a concession, is looked upon with disfavor and out of the province of publicity. The least said about some principles of the opposition the better. Christmas or any other seasonable advertising of any store can portray system and consistent management in avoiding unnecessary concessions. Firms do not lose dignity in making a fight for future improvement in stating a policy.

Record sales are not sufficient if they have to be looked upon as a satisfactory result to this end. Profits and carried-over stocks may both be in good shape. But at the very season of the year when business comes anyway, it seems a wrong time to spring unnecessary concessions. Admen will argue that they have to get business when it is going. However, some ammunition could be saved. The same motive that prompts profits on the bulk of Christmas business is a part of the advertiser's scheme. An energetic merchandising policy a month or six weeks before Christmas does more to take the wind out of the opposition sails than any other program. The store is brought before the public early and the crowd is kept coming. Therefore dignified handling of Christmas advertising and the elimination of unnecessary concessions is in the interests of good business.

CREDIT AT CHRISTMAS TIME.

Discussion of credit at Christmas time leads to the opening of the whole vexed question of cash and credit. If this concession is unnecessary, live advertisers are successfully combating the arguments given and turning this advertising in their own favor. No real good arguments can be advanced in favor of granting this concession. Unluckily, people who have accounts invariably spend their cash elsewhere unless they are staunch customers. The latter come and do their Christmas shopping anyway.

(Continued on page 10)



To each and every one
of our friends we wish

A Very Happy Christmas
And Prosperous New Year

THE W.R.BROCK COMPANY,(LIMITED)
MONTREAL

What Do You Earn ?

DON'T think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more ?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Publishing Company
143-149 UNIVERSITY AVE. TORONTO, CANADA

The Importance of January Sales

Pre-inventory sale period methods—Sales should effect a clean up of all dormant items—Courage needed in conducting sales along progressive lines.

BESIDES the whitewear sales which are more a matter of newness and style, than a mere bargain fixture, January also stands for the pre-inventory sale period. This is the ideal time for getting rid of the remnants of the Winter stock, because there is still a period of time in which the customer will find the goods useful. Therefore, she will be the more disposed to buy. This fact makes the goods desirable and is a very potent help in clearing stock, which is precisely the main object for which mid-January sales are held.

To be real, and live, your sale must effect a clean up of all the dormant items that come to light as the result of a searching stock examination. And to these goods should be added all remnants of lines you intend to discontinue and all goods poorly bought or which for any reason did not sell properly. Broken size and all other broken lots should be included.

The price cut may top off all the profit, and there may be cases where it rips deep into the cost price, but this fact must not be taken into consideration when January sale prices are made. The pricing must be fixed by a different standard and the questions of how much will this bring? and what price is going to effectively move this stock? are the ones now to be answered; and the answer will govern the setting of the new prices.

The clearing out of all but staple stock at the end of each season is a live issue. It means that you are not showing the same goods season after season and, therefore, there can be no question raised upon this point as to your progressiveness. And moreover there will be no chestnuts and stickers around to give your merchandise a poor reputation.

This policy means a good deal of courage at pre-inventory time, but it keeps your stock bright, fresh and new, and begets confidence on the part of customers. Moreover, it means bargains.

Did you ever figure out from the customers' viewpoint the true definition of a bargain? No customer figures a reduced hold-over as a bargain. A bargain, as she looks at it, is a live item underpriced, and a live item is an article of merchandise that is active and desirable.

Where does the merchant come in, is answered by pointing to the increase of good-will towards the store on the part of the lucky bargain finder. Also no matter how big your sale, all the goods on your counters will not be underpriced, and once you get a customer in and buying, there will be many articles sold to her, bringing their full toll of profit. Besides, you will transfer into active capital the money received for stock that was becoming unseasonable, and the money thus gained, will create a cash fund that will enable you in your turn, to pick up bargains for further profitable trading. Such a sale as planned, ought to bring ready cash, that can be used to pick up the merchandising plums, that always fall to the share of the man, who can go to market cash in hand. And these plums can be so used as to increase the store's reputation; and also enough can be made on them to amply offset the losses on the lines sold at cut price.

Therefore, give the January sale careful thought and earnest attention, but above all see to it that the January pre-inventory sale really and truly is a clearing sale. The sales record may be a splendid one but if it fails in moving out the stock you want moving the sale cannot be said to have been a complete success. Splendid business may have been done in merchandise bought specially for the sale but the real clearance end may have been neglected, and the merchant may find that he has a lot of unsaleable stock on his shelves. Therefore, get after the clearing end of the business and serve such a notice upon Winter goods as to make it final and effective. Don't let the effort weary, or the price-cutting scare you. The price that clears out the unwanted goods is the profitable one.

Principle Before Concession Good Business

(Concluded from page 8)

Otherwise some accounts are increased, when cash could easily be had for Christmas purchases either by the store or the other fellow. Only one redeeming feature can be cited in the service to people who depend on semi-monthly or monthly earnings.

Cash selling suggests system in every department. Cash and direct buying, no accounts or losses, saving of labor and office expenses and a reputation for values in merchandise handled, all appeal to customers to-day.

Principle and good business suggest that admen use their forces to eliminate unnecessary concessions as a part of the science of modern storekeeping. The same influences tend to overcome many of the unnecessary evils which have been used as a concession to publicity men regardless of the growing number of them.

No Dead Stocks

Every yard of every fabric found salable.

Keeping your stocks clean, that is free from soiled or unsalable lines, so that money comes out of every yard of fabric, is the trick that makes the business pay.

No Losses

Gather up your soiled, or faded, or off-color materials and send them to these works to be redyed and finished, and they go back to you fresh and new-like as any goods you receive new from the mill.

—Dry goods merchants and milliners in all parts of Canada are our customers—

R. Parker & Co.

Dyers to the Trade

TORONTO, - CANADA

The Island's Biggest, Best and Busiest Store



To P.E. Island Merchants Particularly

The Maritime Merchant that wants to increase his sales and decrease his losses will select goods in sympathy with the environment of the people.

Buy from a wholesale house that has made a study of the requirements of the people and a success of retailing.

Do not place for Spring, 1913, until you see our samples and get our prices. We are in a position to save you money.

R. T. Holman, Ltd.

Summerside



Confidence in Knit Goods Samples

"Shaker" knit coats at leading values a feature,—style indications point to later novelties—import and domestic brush knit novelties to be added—values in staple numbers in keeping with style trend.

KNIT goods ranges are more complete both in preparation for wholesale placing and showings in January direct to the trade. Samples are not much different from a staple standpoint, following this season's successes.

Most travelers intend starting out on the road in two or three weeks. Buyers appear willing enough to go through samples. A lot of business has been done, mostly repeats on numbers, which proved best sellers last season. The tone of trade in general, both by small and large buyers and knit goods manufacturers is a matter for comment. Sales this season and values, both in style, weight, finish, and tailoring for fit, combined with good merchandising and competitive samples, have created a general confidence. This is evident in all sections—Women's ready-to-wear, knit goods and men's furnishing departments.

SEASON HAS BEEN REMARKABLE.

Last minute clean-up and repeat orders from merchants, anxious to get stock sufficient for Christmas, has left stocks on hand in good shape. Manufacturers have reasons to be satisfied with the remarkable season and look forward to another year: with this Fall successes to guide their coming styles, competitive values and manufacturing improvements.

Values are not changed to any extent, except in a few instances, where ranges are being added to invite business. New price lines are added to meet prevailing prices or replace samples, which have not proved altogether satisfactory. The tendency favors as much business as possible on satisfactory numbers. Later orders and novelty sales will come when the trade gets a better idea of style demands.

NOVELTIES AT POPULAR PRICES.

In most mills, developments favor novelty lines at popular prices and new numbers are being prepared with this in view. High novelties, although they are carried to tone up ranges, are never unusual sellers. Therefore it is expected the average selling price will not change. Many so-called novelties are becoming more or less staple with the growth of the trade. Merchants can take new garments, as novelty or style appeals, without the risk of price.

Fancy rack sweater coats, mackinaws in knitted cloths and brushed-knit garments in Norfolk and other styles in striking combinations for women are already shown. Shaker coats are the feature of men's wear sections and general demand. This garment is gradually being recognized in all departments as a "real" knitted coat, so much so that women are buying this style. Manufacturers claim that sales have been especially good in Eastern Ontario frontier towns and that Western demand will be enormous next Fall.

ONE PRICE SHAKER COATS.

One large buyer is going to make one-piece shaker coats; a retailing leader at $4 each and considers this and $5 each as the selling numbers. Naturally, ranges are considered from manufacture, weight, quality of yarn and tailored fit. Shaker coats have proved their value this season although merchants did not enthuse and were satisfied to try out a few sizes, values and colors. Repeats were depended on, which did not give these garments a fair send off from the consumer end. Everything points to larger sales of "Shaker" coats next Fall.



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

"King Quality" — The HOSIERY HOUSE of Canada — "Queen Quality"

Our travelers are now on the road for Spring 1913 with—KING QUALITY MEN'S HALF HOSE and QUEEN QUALITY HOSIERY & GLOVES for women and children.

The lines throughout are most interesting and it will pay you to wait for our representative.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

THE RICHARD L. BAKER & CO., TORONTO, ONT.



Please mention The Review to Advertisers and Their Travelers.

Several ideas are advanced as to the success of garments at lower prices. Most buyers hold that any garment from $30 to $45 dozen will prove of departmental interest, provided values and quality are up to standard. Soft lofty finish, detail in collars and cuffs, seam finish and correct weave to insure both fit and shape retaining qualities are necessary. Cheaper grades are not practical. The introduction of cotton does not give completed garments required feel or substance, cleanliness or appearance.

This year, manufacturers have made shaker coats a feature accordingly as samples conformed to what a garment of this nature is or should be. The trade will be offered the nearest to these qualities at from $6 to $9 dozen less. Ranges are to be increased by new colors in keeping with style trends. Silver-gray, Oxford, slate, champagne, tans, browns, maroon and heather mixture are looked upon as safe enough.

For these same reasons, heavy staple numbers in men's sweater coats are made in new racks resembling "shaker" weaves. It is early yet to decide on any advantage in new weaves outside of this. Anything in chain or insertion stitch, full or half cardigan is selling and will sell. Some extra heavy double sweaters in prevailing combinations are great value considering the amount of material and prices asked; $16.50 to $30 dozen. For regular trade, men's sweater coats in tailored to fit styles from $24 to $45 dozen are only a matter of preferred range color card or deliveries.

NEW FANCY WEAVES EFFECTIVE.

New fancy weaves in women's sweater coats are effective, in colors and combinations in which color introduced gives insert effect, and are well thought of. Assortments of brush knit novelties are growing. Several good sightly garments are offered in the following color combinations; gray and red, navy and red, seal and brown, royal and white, tan and green, all camel's hair and light tans.

So far, brushed knit effects seen do not compete with real angora or camel's hair garments. They are cheaper in grade and appearance and are intended for more medium trade, where value and warmth count. Prices quoted range from $24 dozen up. Maroon, camel's hair, and brown are the best colors in these numbers because they show up best. Last season's early demand for maroon, which is traced to tourist trade from United States cities is expected to be repeated for next July and August. White, browns, tans and grays obtain in the usual selling ratio.

Stylish all-silk, silk and wool and mercerised silk and wool novelties are shown in semi and Norfolk styles. Any of these garments retail at $3.75 to $7.50 each and afford good profit. Mannish styles, similar to those predicted in cloth coats, Johnny, polo and loose makes should prove a profitable venture for knit goods manufacturers, who feature 45 inch coats in knitted cloth effects. These garments will be in keeping with advance mackinaws and are the only indication of longer sweater coats by Fall.

BRUSHED KNIT IN LONG LENGTHS.

Brushed knit cloths lend themselves to this style and blanket cloths and soft tweeds have already proved successful enough in long lengths to warrant the attention of the knit goods trade. Several new knitted fabrics in Fall, 1913, knitted coats suggest novelties in longer lengths for women's ready-to-wear trade. It is noted that one of the featured coats shown this year among late importing samples for exclusive trade was ¾ length. Blazers seem slow, although they are sampled. For early showings, buyers are looking for something different.

In smaller novelties, scarfs, motor hoods, aviator's toques, caps, muff sets and mufflers, domestic ranges, are not complete. Importing lines were ready early in most cases. In English and German novelties, to be ready in January, smart brushed knit effects, especially in millinery department lines, mufflers, muffler and hood combined, throw-over scarfs, gloves, mitts, muffs and children's novelties, are to prove style inspiration to a section of domestic trade. Departmental or wholesale buyers feature these lines for misses', juvenile or infants' wear because they can order sufficient to make their shipments pay. One or two new caps brushed knit hockey style in heather mixtures are quoted at $4.50 and $6.50 dozen. Children's new caps and misses' rah-rah hats, with cord and tassels, are being reproduced at leading values to the trade direct, from domestic mills.

Deliveries are promised and should be fairly prompt this year. Buyers are gaining closer insight as to department requirements each season, although greater quantities were bought on first orders, these proved insufficient owing to remarkable sales. Mills were unable to fill later orders, not because merchants were not disposed to anticipate earlier than usual, but because demand was beyond expectations in many departments. Each year will find this phase of trade improving as merchants and buyers can anticipate their probable output and keep closer to requirements. Next season shows every indication of confidence.

Tiverton, Ont.—J. H. McKee has sold out.

Walkerville, Ont.—R. A. Holland, dry goods and clothing, has moved his stock to Wallaceburg.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

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Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

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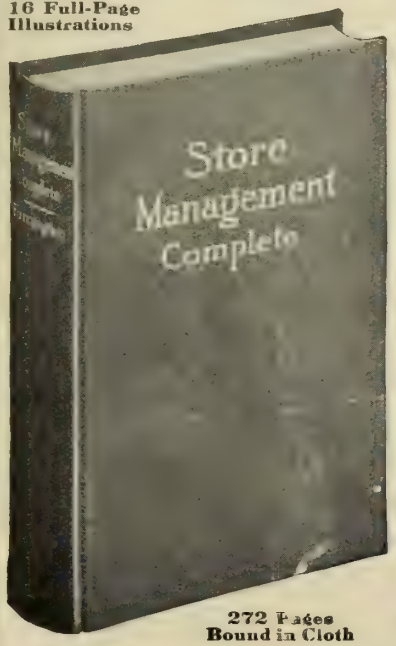
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DRESS GOODS and FABRICS

The Buyer's Viewpoint

The market bare of desirable cloakings—Chinchillas and boucles ordered for 1913-14—Satin weaves both plain and brocaded strongly indicated for Spring wear—Taupe coming into prominence as a novelty color—European mills receiving orders for plain and brocaded velvets for 1913-14.

THIS is a period of the year when very little attention is given to dress goods as the trade is fully occupied with goods that are saleable from a Christmas standpoint.

One feature to be remarked is the absence of desireable cloaking cloths. The sale has been surprisingly large and the market is very bare of all goods of this class. Chincillas hold first place, but have been hard to get, and already manufacturers are placing orders for these cloths for the Fall and Winter of 1913-14. Boucles have been the high novelty and are also favored for another year. Not only will allover boucles sell but cloths ornamented with boucle yarns will be desirable. Rough cloths are to have another season in heavy wool cloakings.

For Spring wear, light-weight materials suitable for simple dresses have had a big distribution. Fine serges and poplins weaves have been ordered heavily by the cutting up trade. The strong tendency in favor of crepes is having its influence and crepe materials in both woolens and worsteds are being introduced as a new feature. Two-toned effects in diagonal weaves are selling in both dress and in suiting weights.

Bedford cords have been very favorably received and are selling both in solid colors and two-tone and novelty stripes. Covert mixtures are selling both in cord and diagonal weaves, but covert cloths so far have only met with a limited appreciation.

The novelty cloths featured for better selling are on the rougher order of fabrics. Eponges and ratines are being shown and light-weight wool velvets, both plain and corded, are shown.

BLUE HOLDS FIRST PLACE.

Blue still holds first place among the season's colors, with black, and with tan shades coming next as staple colors. Taupe is the leading novelty shade and is so popular on the other side of the line that a run on this color seems to promise next Spring. Violet and amethyst shades are also indicated, and Copenhagen is strong in the lighter blues. All black and white effects, particularly black and white stripes, are good, and there is an indication that shepherd's checks are coming back into more prominence.

Novelties in Fall Pile Fabrics

Taupe the coming color—Plush maintained its lead as a millinery fabric to the end of the season—Jacquard velvets selling in Europe—Novelties in fur fabrics.

Judging from present activity another successful season may be expected for pile fabrics especially for plain velvets, velveteens and plushes. Plush has made good with the millinery trade particularly in black and white, and with the city trade from now on there are indications that taupe will be wanted. Also the fact that taupe plush is very scarce will have its influence over the ordering for another sea-

son. The plush wanted has the appearance of mole fur and, particularly when combined with white, is very fashionable.

Reports from European manufacturing centres state that orders are being freely placed for velvets for the Winter season of 1913-14. For dresses and for evening wear satin backed velvets are appearing while jacquards are indicated for evening wear and for evening cloaks.

With pile fabrics in good request fur fabrics should also be good. Another reason in Canada for their ready sale may be found in the increasing price of all furs suitable for jacket purposes. For many years Persian lamb was a standard jacket fur, but prices now are prohibitive, and the only substitute lies in the use of fur fabrics. Nor are novelty ideas both in material or cut wanting. Seal plush is produced in mole shades and handsome coats are showing cut on new lines of taupe seal plush trimmed with bands and collar of skunk or coney fur. A very good imitation of Persian lamb is also on the market and this cloth is combined very smartly with seal plush. That is, there is a deep shaped flounce and large collar and cuffs of the lamb with the body of the coat of seal plush.

Broad Silks the Sellers

The interest in silk fabrics is still keeping up, and not only are silk fabrics selling freely, but the trade is not centering on one material exclusively. The season just closing has been remarkable for the wide distribution of high-class novelties that have been called for. Also another feature that should be noted is the fact that these novelties have sold almost exclusively in broad silks—that is in silks 36 and 40 inches wide. Broad silks are now demanded for all save trimming and millinery purposes.

Soft satins and particularly charmeuse, are strongly indicated for the coming Spring. Not only will satins be wanted for dresses and for fancy suits but, owing to the growing vogue of light weight sheer fabrics, slips and foundations will be wanted and for this purpose. Not only are plain silks selling, but the interest in brocades is growing and this promises to have a very marked influence over the coming season.

Notes of the Trade

Galt, Ont.—Last Thursday evening Miss B. Gerow met a number of the young ladies of Galt and Preston who had made application for instruction in millinery, in the dressmaking department of the G.C.I. A class was organized and will meet every Thursday evening at 7.30. Although none of the classes in the several departments are full, over fifty students are at present enrolled.

* * *

Toronto, Ont.—Brodericks, Ltd., have rented a store at 794 Yonge Street. Extensive alterations are being made.

* * *

Prescott, Ont.—J. A. Doyle, of Throoptown, has purchased the stock of F. J. Grey, men's furnisher.

* * *

Fort William, Ont.—In the sight of a number of people David Johnson, a young clerk, was electrocuted by a common Tungsten lamp in the show window of Henderson's men's furnishing store Tuesday night. The accident occurred while crowds of people were on their way home to supper. A lamp burned out and without turning off the current, Johnson, mounted on a radiator to renew it. The socket is believed to have been defective.

* * *

Lethbridge, Alta.—James Rose is opening a new men's furnishing store in the old Hick-Sehl premises.

* * *

Galt, Ont.—W. W. Wilkinson & Co. gave over their store for two days to the Ladies Hospital Aid Society. Members of the Society were in each department and a share of the day's proceeds went to the funds of the Society.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

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Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

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They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

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Canadian Representatives:
CAMPBELL SMIBERT & CO.,
Montreal and Toronto

READY TO WEAR GARMENTS



The Buyer's Viewpoint

Selling so far favors the tailored suit. The coat length is around 26 inches. Skirts are straight and plain and about the same width as last season. Separate coats are three-quarters and seven-eighths. Lingerie waists are semi-tailored and have high necks and long sleeves.

Plain tailored suits are prominent in Spring lines — Introduction of standard length for popular priced garments has had a good influence

ADVANCE models in Spring suits are now on the road but they are all in plain tailored styles, and it would look as though for the popular-priced trade that the greater portion of the Spring business in suits would be done on plain tailored suits. This is because the majority of imported models showing are in very fanciful styles such as the Russian blouse, the straight cut sack coat and the bolero, and, moreover, these suits come in lengths that are hard to standardize.

No feature has had such a good influence upon the suit business as the introduction of one standard length for the suit coat. That is, of course, as far as applied to popular priced garments which after all, at present constitute the bulk of the selling in the Canadian market, though each year sees the price standard raised to a higher notch.

Many models show coats that are cut straight round; and about 26 in. is the standard length. many of the more severe models show a plain straight back while others are varied by the use of broken panels and half belt forms. Modified cut-away effects with the lines curving gradually towards the back are shown but somewhat less extensively than the straight cut coat, and there is little liking evinced at the present time for any extreme in this mode. By far the larger number of models seen have the mannish notched collar made of the same material as the suit. When anything in the nature of a fancy effect is used, the revers are of the suit material and the collar of some fancy silk.

Skirts are very conservative in outline and their width is just about the same as last year. Many skirts have the panel back and front and side gores, others have the wide back panel. Scant pleats are seen on some skirts, while others are in envelope or wrap over style. The newest feature is that the waist band is scarcely so high, and that the inside belt is narrower.

Short Coat Models Promised

Long models are selling for Spring but the majority of the new models will come in the shorter lengths — Lines are very graceful

Though long models are showing, as there is a belief that they will be hard to supplant with women buying coats for auto wear, the wealth of the new models come in the shorter lengths. And it must be confessed that the new models are very graceful as they are so cut to give tapering lines, and an apparent narrowness around the feet, while they are decidedly loose from below the knee up. A very few are cut with the sleeve and the body of the coat

(Continued on page 22)



WE take this opportunity to thank the trade for their past generous support and to wish our friends and patrons, throughout the depth and breadth of this vast Dominion, prosperity and happiness in the coming year.

May your Christmas be bright and full of joy and may it be but a forerunner of the New Year.

The Ontario Cloak Co., Limited

Designers and Makers

Darling Building **TORONTO**

Conducting a Ready-to-wear Department

Observations made by a traveller — Suggestion is a potent force — Are merchants doing sufficient to educate people to purchase ready-to-wear goods — Methods of proper display — The question of special measurements.

IT IS interesting to make a study of the various ready-to-wear departments in different towns and cities and the methods being adopted by merchants to carry on such a department successfully.

The power of "Suggestion" seems to be the most successful means of effecting a sale of a ready-to-wear garment, and yet you would be amazed at lack of display and arrangement in so many large stores—not through lack of room either—but simply because enough attention has not been given to that great aid to selling goods, "Suggestion."

The day is past when the general store merchant may fold a coat or suit and put it under the counter or in a box; the goods must be displayed to make sales.

Less than two years ago, the writer interviewed a general store merchant with the object in view of placing a certain line of garments in his store. He was not interested because, as he said, he could not sell ready-to-wear garments, while the merchant next door, in business for only two or three years, as against the other's twenty, sold over three hundred garments during the season. It was not a question of styles or values, but simply because the latter merchant understood how to display his stock to attract the eye of the customer, and used his racks and figures to the best possible advantage, changing his stock around continually and keeping the garments free from dust and in good shape.

A LARGE STORE IN A SMALL TOWN.

Frequently the merchant has ample room to make a large display, but the people in his town are slow to respond to his efforts to show them that they can buy a garment ready to wear to better advantage than to have it made up specially.

In such a case, the ready-to-wear problem must be handled gradually, the purchasing must be done carefully and with the exception of staple blues or blacks, a very limited number of each style and cloth purchased. Otherwise the merchant will be confronted with the old questions, "Have you any more of these in stock?" "Will anyone else have one like mine if I buy it?"

By persistent, careful effort, however, this can be overcome, and a large profitable business worked up, as the merchant has in this case every advantage in that he is able to display his goods.

RACKS VS. TABLES.

Some stores, fairly large ones too, adopt the plan of showing a certain line of coats, suits or dresses on long tables. With the exception of perhaps a children's line, this method should be avoided, because it gives the customer the idea at once that this is a job lot or old stock and naturally she expects a closer price. Then again no garment will improve by being handled and thrown around or even piled upon a table. No matter how well tailored the garment is, the smart, new appearance will disappear and it will gradually lose its shape.

THE GLASS SHOWCASE—THE ROUND RACK.

For finer goods, more especially light dresses, the glass case should be used where possible, but the arrangement should be such that each garment could be taken down readily and shown to a customer. One long bar about a foot from the wall with a passage of about two feet in front of the garments and this enclosed in glass, makes a very effective display, keeps the garments in splendid shape and is very accessible.

For coats and suits the revolving rack is probably the most popular. Garments can be classed to better advantage and are plainly in view all the time.

THE CLOSED-IN CASE.

In rare cases, in large cities where the trade is very exclusive, is the closed-in case to be recommended. The average customer wants to see the garments and is not satisfied to have an occasional garment thrust before her from a closed case. She likes to look all through.

SPECIAL ORDERS.

The average merchant and most manufacturers discourage the special order. Some merchants say, "Why is it when I send a special order, giving careful measurements, the garment does not fit my customer?" In answer to this question, let us ask another, "Why is it an expert tailor, who takes his own measurements, insists on two and sometimes three or four fittings?" Besides, the cutter who cuts the special order garment has never seen the figure to be fitted and the tailor has.

One merchant conducting a very successful ready-to-wear department says, "I avoid special measurements in every case, because the customer will as a rule find something to complain of, either in the fit, style, trimming or delivery or that it does not look just as she thought it would, and I either lose a customer by forcing her to take it or carry an odd suit in stock, when I might better have sold her one of my stock suits—a great deal depends upon the saleslady."

(To be continued)

LADIES' WEAR, LIMITED
TORONTO

We Wish Our Patrons a Record Christmas Trade

A store full of customers and tills full of coin is the wish we extend to our many friends throughout the Canadian trade

May the New Year hold success and happiness for you and may failure and you be strangers.

We wish to thank the trade for their liberal patronage throughout the past year and hope we deserve its continuance.



Ladies' Wear, Ltd.
TORONTO

W. F. Goforth
Managing Director

Clayson GARMENTS TORONTO

Clayson GARMENTS TORONTO

Your Xmas

Words fail to express our appreciation of the very generous support we have received from the Ready-to-Wear trade during the past year.

Our aim to give the best service at all times has reverted to us ten-fold, thanks to an appreciative trade.

Let us extend to you the heartiest well wishes for the coming year and the joys that abound at Christmastide.

The Clayson Co., Ltd.

Manufacturing Women's Skirts and Dresses, Misses' and Junior Girls' Dresses

280 College Street - Toronto

Short Coat Models Promised

(Continued from page 18)

in one and where the sleeve is set in the shoulder line is long and the sleeve is loose and roomy.



Suit of novelty cord silk in black and leather brown. The vest and collar is amber faille, the fur is raccoon. The buttons are of amber glass, and the button holes bound with black. The waist of the coat blouses under a peplum fastening with a girdle effect in front. The skirt shows the scant draping now the mode. The sleeves are a little over ¾ length, and are finished with a frill of ecru shadow lace.

Varieties in cloths, variety in collars, and bright touches of color in the development of trimming effects and the free use of buttons are the new ideas. Heavy lace collars are also used and black and white mixtures and stripes are to be prominent.

Preparing for the Christmas Party



This is the beautiful poster, attractively colored, which The Eclipse Whitewear Co. has recently distributed to its customers. If you have not received a copy, a line to their Toronto address will ensure your doing so.



Quality Big Feature of Christmas Buying

Fancy jewelry one of the best selling lines—small articles of silverware another good item—attractive childrens' handkerchiefs—jet trimmings and rhinestones the big trimming items—Big selection of fancy pins, barrettes and combs—Many novelties in bandeaux and evening caps.

THE big feature of Christmas buying lies in the class of goods that are being asked for and sold. This year there is a marked absence of trashy lines and the marked favor that customers are giving to better goods. This, of course, is an evidence of the very general prosperity and also indicates a higher standard of taste and living. Jewelry is one of the best selling lines and while much jewelry is selling that is by no means expensive there is little selling that is decidedly cheap. Buyers seem to have clearly recognized that this would be so and therefore have purchased accordingly and the retail stores are selling fair-priced goods.

Another line that has done well is silverware and silver deposit ware. Silver handled articles for the toilet table, silver photo frames and other small articles have sold well. Some very attractive hatpin holders are shown in silver deposit ware.

HANDKERCHIEF SETS OF SEVEN.

Handkerchiefs are always a big Christmas line. Initialed handkerchiefs are always in demand. This year Simpson's devoted a special section to the sale of nothing but initialed handkerchiefs. Very striking were some of the novelties shown in printed handkerchiefs for children. All the familiar nursery rhymes were attractively set forth on the handkerchiefs. A new feature is the set of seven handkerchiefs, one for each day of the week, each handkerchief having a decoration appropriate for the day. Thus Monday is depicted as wash-day and so on through the week. The handkerchiefs have narrow hems of color round them and are put up in pretty boxes.

Though very cheap handkerchiefs are adequately shown they are not the whole thing and more stress is being placed upon the better priced goods. In this line some very dainty lines trimmed with Syrian and Malines lace are shown.

The glittering rhinestone trimmings that came so suddenly into prominence in the beginning of the season are still the big sellers and now jet is also coming into prominence for trimming purposes. Jet and rhinestones are combined, forming beautiful black and white combinations. The new feature in trimmings is the use of cabochons and ornaments and these are composed of rhinestones and mock jewels. Many have tasselled and fringed drops. Narrow edge trimming composed of separately set stones linked together edge the corsage, while wider bands are variously used.

There is a distinct revival in the use of combs, fancy pins and barrettes, and the stores are full of novelties of this class, and the way in which they are selling indicates a general revival that means an increased interest in Spring lines. The hair is now arranged on more simple lines and the bands and twists are held in place by means of combs or pins while a barrette takes care of the stray hairs at the nape of the neck. All these articles are lavishly decorated with rhinestones, and the stones are as a rule incrusted on the article in patterns set with gilt or platinum not set into the shell. Combs with the ornamentation set above the comb in openwork patterns are also new.

EVENING HEAD DRESS.

There is a big sale for evening head dresses and everything is worn from a simple band of rhinestones to caps of gold tulle or net. Large tinted pearls are formed into bandeaux or bandeaux of tulle are wound around the head and at the side is placed an aigrette or marabout mount or one of the new spun glass affairs. Some of the new head dresses look almost like small toques. One of this kind was made of a wide band of gold lace embroidered with rhinestones wired on each edge and the wire concealed beneath a heavy gold cord. The cord was so heavy that it had the appearance of a

narrow brim, and the hat-like nature of the head dress was accentuated by the bunch of black osprey posed right at the back.

Paris and New York are taking to Oriental turbans. These are of either silver or gold tissue and are banded with rhinestone and mock jewel bands and brimmed with jewelled cabochons or Mercury wings and paradise or aigrettes. The new feature is the use of decidedly stronger colors instead of the pale pastel shades.

Featuring Mechanical Toys

Berlin firm have devoted considerable space on third floor for this purpose—Sales force recruited from millinery workroom.

Can the dry goods merchant in a small city profitably turn a portion of his time and floor space for the selling of toys and novelties for five weeks in the year?

Believing that the results will substantiate this departure in a dry goods business, C. H. Mills & Co., of Berlin, have devoted considerable space to mechanical toys with the view to increasing the volume of Christmas trade. The third floor of their large store, heretofore used for storage purposes, has been converted into an attractive toyland. This, the first season of the experiment, the stock represents an investment of $1,500.

The staff of the millinery workroom, this being a dull period in that department, compose the selling force on the children's floor. A toy window, which by reason of its first appearance at this store, in a measure accounts for the attraction it creates among Christmas shoppers, has augmented the number of customers.

"It is only a question of finding the space," said Mr. Mills, when a Review representative visited the store, "in order for the dry goods merchant to enter this line for the Christmas trade. I expect my experiment will prove a success not only in point of profit but in the additional Christmas spirit and consequent buying, with which the store will be enhanced."

* * *

New Toy Trains

Among the season's new productions in toys, miniature reproductions of well known express trains of U.S. railways are included in the line of Bing Bros. of New York, and next year this will be extended to include Grand Trunk and Canadian Pacific flyers. These toy engines and trains are true imitations in many details.



Santa Claus Attracted Crowds

Ottawa, Dec. 15.—Just how much the success of a business is due to advertising is testified to by A. E. Rea Company, Limited. During the past few weeks their advertising has been the subject of a good deal of favorable comment on the street from classes of men, who are not in the habit of discussing department store advertising very much.

Certainly one of the best advertising features seen in Ottawa from the point of view of results, and of course that is how advertising should be measured, is Rea's Christmas advertising. Last Wednesday they announced in a full page ad that Santa Claus had left the North Pole for their store. His arrival was timed for 11.30 Saturday morning. Pictures of the genial old fellow leaving the pole, in his sleigh drawn by reindeers were shown in the ads and appealed not only to children but to "grown ups" also. Each successive day the whereabouts of Santa Claus were chronicled in the newspaper ads. On Saturday he arrived at the Grand Trunk Central Station at the advertised time. Fully three thousand children were on hand to meet him. He was driven in an artificial snow covered sleigh and then the children were despatched to the third floor of Rea's store to see Santa Claus come down the chimney. Sure enough he came and he distributed about three hundred bags of candy during the afternoon to the children in the store. So great a crowd did this advertising feature draw that the doors of the store had to be closed no less than four times during the afternoon. Every department was literally packed with people and the sales during the day exceeded all records since the opening of the store three years ago.

Last month the same store had what was advertised as a "live wire sale." The advertising in the newspapers was profusely illustrated with cuts of telegraph poles laden with telegraph wires. This sale lasted for one week and was rewarded with results far greater than the most sanguine official of the store expected.

Berlin, Ont.—S. G. Schmidt, men's furnisher, has suffered a loss by fire.

Winnipeg, Man.—A dry goods store has been opened by F. A. Pieton.

Calgary, Alta.—The Guarantee Ladies' Tailors and Furriers of New York have opened a branch store here.

Wilkie, Sask.—Mrs. V. Ralph is opening a fancy goods store.



House Furnishings

Rugs to Fit Rooms

Trend is toward rugs made to suit requirements. Chinese designs are coming into favor and black is being introduced effectively for backgrounds.

Rugs made to fit any shaped room are becoming popular—Chinese designs are seen in many offerings—Black coming into use for backgrounds—Panels across ends a novelty effect.

WITH regard to rugs and carpets for Spring, one of the most striking features will be the hand-made, seamless Axminster rugs made entirely to customer's orders. Many samples of these are shown which serve merely as suggestions as to patterns and color schemes. But being hand-made any pattern may be worked in in any color desired, depending altogether on the tastes of the customer.

These rugs are made chiefly in Chinese designs and colorings. Chinese rugs and copies of famous Chinese rugs will form a strong feature in next Spring's sales. But being hand-made, the designs may very readily be altered. Certain parts of the design may be left out or new features introduced to suit the taste of the purchaser. Colors, too, may be varied. In brief, any design may be had in any color.

BLACK AS A BACKGROUND.

Some very delicate color schemes are presented. A rather novel and very striking feature is the introduction of black as a background. Combined with this, shades of greys give lighter tone effects. Borders are very elaborate both in design and color. A perfect blending of colors, however, presents a soft, delicate and very pleasing effect.

MADE TO FIT ROOMS.

Being entirely hand-made, these rugs may be made not only in any design and coloring but may be made any shape. The same design can be worked into a rug to fit any room. For instance, they may be made to fit right into a bay window and have the border running around the same as if the rug were square or oblong. Or that plan may be carried out still further and rugs, all seamless, may be woven to fit a room perfectly, into every doorway, around radiators or registers just the same as the old-fashioned carpet used to do.

Oriental rugs will also form a strong feature in next Spring's sales. A great combination of colors presenting an artistic effect is shown in these. To describe the coloring or state that such a rug is such a color is almost impossible. In brief they are Oriental and that is perhaps as near as one may come to the truth. Backgrounds are shown in cream, indigo, rose and brown. But in all, darker colorings will prevail, making the rugs especially suitable for dens, libraries and halls.

ORIENTAL DESIGNS PREVAIL.

Designs are strictly Oriental. Many are copies of famous Persian and Chinese rugs. Chinese mythological designs are worked in to a very great extent, and in the larger rugs suitable for banquet halls and clubs Persian animal patterns form a very striking feature. These latter are found only in the large rugs, however, as reducing the patterns would to a very great extent mar the effect.

PANELS ACROSS ENDS.

Rather a novel effect is produced in some of the Oriental rugs shown by a panel across each end. This is found chiefly in the darker rugs, several being shown in indigo.

Large and small rugs are made in the same patterns and colorings so that they match perfectly. To go along with these the same design is worked in divan covers so that when desired the same colorings may be had throughout the room.

ANOTHER YEAR FOR LOUIS XV.

Louis XV style of rugs will also be good for another year and will be in great demand in homes furnished with Louis XV furniture.

Coming down to rather cheaper rugs, Wiltons will be in very great demand. Brussels, too, will command big sales but there is a strong tendency

towards the Wiltons. In these greys, browns, blues and greens will prevail. Patterns are mostly conventional and small, squares, diamonds and rectangles forming big features.

INGRAINS WILL COMMAND BUSINESS.

Ingrains will also command a very great amount of business. The growing demand for these coupled with a shortage of ingrain yarns and ingrain weavers has placed manufacturers in a rather critical position. Most of the demand for ingrains comes from the Middle West and chiefly from mail order houses, but demand for these has been increasing so rapidly within the past few months that it is spreading to many other parts of the country as well.

A heavy quality of fibre matting rugs suitable for porches, verandahs, conservatories and Summer houses is now being shown for Spring. These are also used to some extent in place of rugs especially in Summer homes. Colors are woven right through and not stencilled as in the past, thus the wearing time is greatly increased. Colors are also made fast so that rain and sun have no effect on them whatever. These are shown in a very great variety of plain colors, but although plain present a very neat appearance. Runners are also shown in lighter quality but in much the same colors.

Displaying Housefurnishings

In the course of a recent address on window trimming H. V. Hollingsworth, president of the Canadian Window Trimmers Association said: — You may ask why is it necessary to familiarize ourselves with a knowledge of the decoration of the different periods? I will explain. Supposing the buyer of the Oriental Rug Dept. should ask to have, say, a display of Chinese rugs and requests that we enhance his rugs with the addition of some drapery, bric-a-brac or furniture and so forth. How foolish it would look to the educated customer were the trimmer who was entirely ignorant of the different periods, to introduce a Louis XIV screen, a mission table or Gothic chair. Here is where it is absolutely necessary for the trimmer to know the different motives and influences of Chinese decoration. As another instance, styles in dress are continually changing. One season the dresses are perhaps adaptations along Greek and Roman influence. Then we see them change to adaptations from the Directoire period, the French Louis, Marie Antoinette, Elizabethan, Dutch and so on. Supposing we are called on to show a lot of French Millinery where the shapes were, say, typically Louis XV and where the buyer wished to emphasize this point strongly in the window. For a setting to show these effectively, to the trimmers mind the thought would arise that a Louis XV room or some accessories pertaining to this period would be the best way. The trimmer in arranging this would have to be pretty sure not to introduce anything into the window that was not in keeping with this particular period. If he had a Colonial chair, a Queen Ann table, an Egyptian urn, or a Dutch tapestry panel, the whole idea he wished to impress on the customer would be ruined, to those customers who are of the educated class it would appear ridiculous."

Giving Medallions

R. McKay & Co., Hamilton, are presenting medallions with every $10 purchase during the Christmas season. Various styles of Medallions, displayed in a booth, give customers a choice selection. These portraits are colored, hand tinted reproductions of any photograph customers may bring in. The representative in charge of the booth punches the amount of combined sales on a small card, printed


R. McKAY AND Co
HAMILTON'S PROGRESSIVE STORE
Beautiful Columbia Medallions
FREE! With Every $10 Purchase
FREE! Starting Monday
Artistic Christmas Gifts
And They Will Cost You Nothing
Columbia Medallions Made From Your Own Pictures
Columbia Medallions Are Beautiful Works of Art
Columbia Medallions Are Worth $5.00
How to Secure One of These Medallions FREE
THE VARIOUS STYLES OF THESE HANDSOME MEDALLIONS ARE NOW ON DISPLAY IN THE MEDALLION BOOTH—FIRST FLOOR

Reproduction of section of R. McKay & Co.'s ad. making Xmas medallion offer.

in multiples of 10 up to $10. As an extra department, metal frames to match are sold by the salesman in charge. Simple or elaborate designs can be chosen from 79c to $1.50 each. Customers have a splendid gift or keepsake, which is lasting.

The success of this advertising venture is claimed for many U.S. cities. Hamilton is the first place where the scheme has been adopted by any Canadian stores. Apparently it is a drawing card.

DRESS ACCESSORIES

The Buyer's Viewpoint

This department will be a busy one through the Christmas trading season. Sales in ribbons, laces and neckwear will be heavy enough to warrant close attention to these lines. Indications are that many new varieties of neckwear will be favored for Spring.

Good Neckwear Season

Manufacturers find it hard to keep up with orders.—Bright outlook for spring neckwear.—Increased interest promised in neckwear.

There is a constant stream of orders flowing into the neckwear houses, and every effort is being made to cope with them. Notwithstanding this fact, it is hard to keep up deliveries. This, however, proves that advance predictions made when the season opened, that this would be one of the best in years, was not far from the mark.

But even a better subject for congratulation is the bright outlook for Spring business. Neckwear always sells to a fair extent during the holiday season, but fashion is decidedly favoring neckwear and, even when the year is turned, neckwear will be one of the most important of dress-accessory items as no toilette is fashionably complete without the addition of an elaborate piece of neckwear.

It has to be admitted that the high Directoire effects that ushered in the Fall season have hardly made the expected success. On the other hand, they were totally new in outline and, therefore, called attention to neckwear generally. Designers have been busy with modifications and the result is that many models, having different shapes of turnover collars set onto a band moderately high at the back and tapering down towards the front, are featured. As for the pleated jabots and revers of net and shadow laces, they were too flattering not to be instantly taken up, and every piece of neckwear practically is finished in this manner. Wide jabots are in immense vogue, and are sure to be a big line as they will serve to fill up the opening left by the fastening of the new coats, or will soften the lines of the tailor-made suit. The tailored street dresses, that promise to be worn, should create a big demand for fancy neckwear for, without this touch, many models are too plain to be quite becoming.

Ruffs continued to be exceedingly popular until the weather demanded a fur neckpiece for comfort's sake, but as soon as furs can be cast aside the wearing of the ruff should again be a feature, though the possibilities are all in favor of novelty forms. Already, new ideas are coming forward and these promise that the new ruff will fall away from the neck and take up more of the form of a shoulder covering. Pleated



New Spring shapes in effective lace collars, shown by Novelty Import Co., Toronto

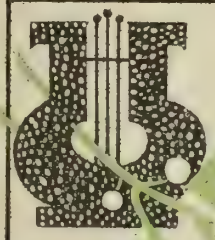
frills of Malines and lace and gathered ruches of chiffon promise to be good for neck ruches. Side pleatings are having a big sale and form still one of the leading neckwear items.

Indications point to a heavy demand for coat sets and collars of Venise and crochet lace and in all manufacturers' lines collars of this class in both staple and novelty shapes are well represented.

Good Orders for Embroideries

Buyers are beginning to have more confidence in the future of embroideries. The trade is placing good orders for 45, 18 and 27 inch flouncings and for bands of various widths including some as wide as 18 inches and also for narrow edges and bands

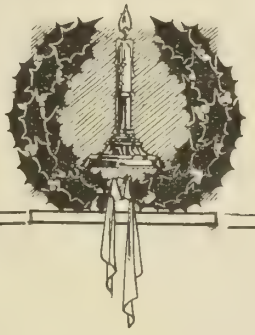
Christmas Greetings



PROSPERITY & HAPPINESS BE YOURS

"UP TO THE MINUTE"

Best Wishes of CANADA VEILING CO.
84-86 Wellington St. W. - - Toronto



The Season's Best Wishes from "The Ribbon House of Canada"

Walter H. Barry & Co.
Montreal,
Winnipeg
and Quebec



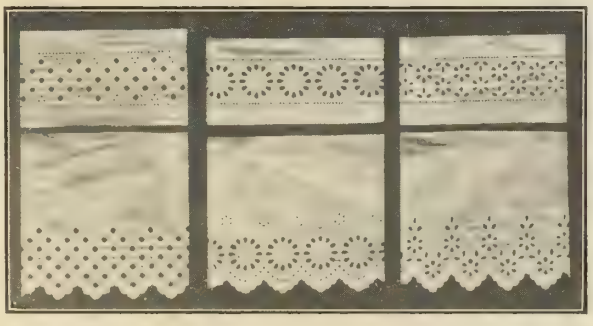
to match. This seems to have been anticipated for sets consisting of narrow band and narrow edge are numerous in all manufacturers' sample collections.

One feature, however, stands out and that is that buyers do not want the old style coarse, rough effects, and the embroideries selling are the dainty patterns on novelty lines worked on fine lawns and nainsooks, and sheer batistes. Also there is great favor shown to the embroideries that so closely copy Madeira embroideries. The real Madeira work is done by the natives of the Madeira Islands and the Canary Islands and is decidedly expensive. St. Gall has brought out an imitation Madeira that is hard to tell from the original and which can be easily sold at popular prices. Even the bluish tint given by the stamping and the difference in color between the material of the ground and the cotton used in the embroidery is given.

Position of Laces is Assured

The prospective vogue of light laces has been affirmed — So far venise and shadow have the call — Fine varieties are ruling

The opinion that laces are to be unusually popular during the coming Spring season is freely expressed and further, from a fashion standpoint, the prospective vogue of light laces is affirmed. At this stage of the season, only a partial viewpoint, can be given as few sample lines are as yet complete, and at this stage when sample lines are being picked out the

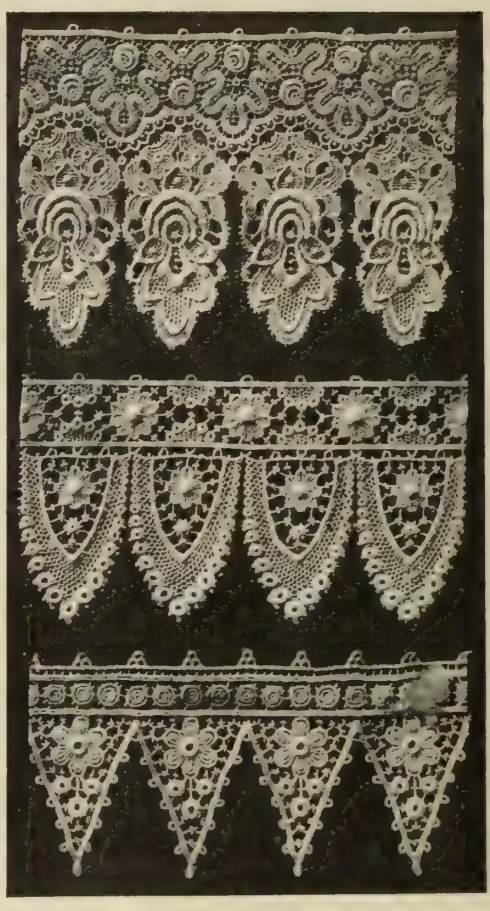


Swiss Madeira bands and edgings. Shown by E. W. Unwin.

information gained narrows down to a firm belief in the future of two classes of laces—namely, shadows and Venise.

There is no question about the position of shadows, and Venise is always more or less of a standby in the lace department and in some form or other is seldom or never out of the running. Moreover, the new Venise laces are of the finer type and are produced in lighter effects and with a softer finish. The lines are replete with new patterns and therefore from the point of attractiveness should sell particularly well. There is no doubt that Venise is to be the leading heavy lace next Spring and the varieties shown embrace points, bands in all widths, edgings, and allovers.

Shadows are increasing their vogue and are becoming, if anything, lighter and more filmy than ever. Shadow laces are used for a variety of draping



Points and scallops in Venise, Bohemian and crochet lace. Shown by Novelty Import Co.

purposes and are also pre-eminently the neckwear lace of the season and as neckwear is flourishing that means a no inconsiderable yardage alone.

There is a very evident expectation that net laces will be good, and to some extent Cluny is to keep up its popular sale.

* * *

Sorting Orders Still Coming In

Though the Fall is by no means a special season for the selling of veilings, the one now passing has seen a steady gain in sales in the majority of departments, and the fact that veilings are selling is shown by the sorting orders that, late in the season as it now is, are now coming to hand. Of course each individual order is only for a few pieces, but the

Do You Welcome Competition?

We do *and* Why?

Because it gives customers chances for comparison.
When they have compared they decide in our favor.

Compare our Embroideries with no matter which others.

He who compares acquires useful and positive knowledge.

SWISS EMBROIDERIES

Manufactured by

G. THOMA & CO.

St. Fiden, St. Gall, (Switzerland)

Agent: **J. H. Gagnon,** Birks Bldg., **Montreal**

No Embroideries of so good a quality for the same price.

No Embroideries so cheap as ours for the same quality.

In all the world's markets our Embroideries have had to contend with stern and vigorous competition. Everywhere they triumphed.

You can **order** for **import** or from the immense **stock** we keep in **Montreal.**

A Most Prosperous 1913

is the heartfelt wish we extend to our patrons and friends throughout the trade. May your Christmas be a merry one and may your joys continue through the new year.

In wishing you the Compliments of the Season let us thank you for your loyal support and goodwill during the past year,

A. Weyerstall & Co, Button Manufacturers
Toronto.

Branch at Montreal, Que. Branch at Winnipeg, Man.

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

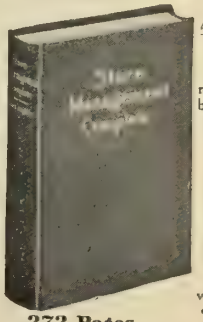
The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

fact that there are orders at all at this time of the year proves the increasing interest taken in veilings. And all this points the way to a big season in the Spring, particularly if fashion comes along as it is whispered she is likely to do with smaller sized hats for general wear.

Just at present favor seems to be equally spread over a variety of meshes and weaves, but from indications gathered it would seem as though simpler effects were coming into favor. This does not mean that the large and elaborate patterns are dead, for such effects are still big sellers and are again strongly featured for the coming season. Only they are no longer new, and simple meshes have been introduced as the new thing.

White and black and white will practically monopolize the new season's business, with black and white particularly in the vanity veils in the lead. Chenille dotted novelties are in fair demand, and the soft silky Shetlands have by no means completed their run.

Whitewear for Gift Purposes

City stores have figured whitewear for gift purposes this season. Holiday windows have featured its desirability, and the fact that the idea has made good has been seen in the increased sales.



P. C. Corsets
are
Paris Approved

The illustrated number (518) represents one of the 1913 P. C. styles. It conforms to the vogue of the latest Paris gowns without causing the wearer anything but the greatest comfort.

P. C. Corsets are scientifically constructed and always reflect the latest styles. It is this fact coupled with genuine comfort that has popularized P. C.

WRITE TO-DAY

PARISIAN CORSET MANUFACTURING CO.
QUEBEC LIMITED

Ontario Branch—126 Wellington St. West, Toronto

This is a new departure and one that is made possible by the extreme daintiness that is the leading characteristic of all cotton underwear and the garments shown were fine and filmy to a degree as the laces and embroideries used for trimmings were very fine and the material was beautifully soft and sheer.

Combinations and princess slips are still the leading sellers, but particularly at this time of the year there is a disposition evinced to buy handsome skirts. Gowns also are good sellers and medium-priced sets have sold fairly well.

January 7 will see the opening up of the white sales and as the lines offered are of unusual attractiveness exceptionally successful sales promise to be the rule to begin the new year.

Ribbon Novelties Shown

Ribbon manufacturers are making extensive preparations for the coming Spring for there is evidence that ribbons will be extensively used for trimmings and sashes as well as for millinery purposes. For costume purposes warp prints and Roman stripes are most in demand as they give the touch of bright color that livens up the sombre colored gowns in a new form. Small vests of ribbon, sashes or girdles and ribbon inlaid into collar and cuffs are decidedly new features. Some of the new ribbons have metal woven into them. Many brocades are seen and plain satins are being freely ordered.

Displaying the Trade Mark

Kearns & Co., Orangeville, have an establishment which might properly be called the "trade mark" store. Their display windows at any time contain an assortment of many brands. Goods are prominently shown with the makers' distinctive marks on them.

"We are specializing in staple lines," said Mr. Kearns, "and this is our way of following up our knowledge of the goods to take advantage of any special advertising that the manufacturers may be doing. We never hold special sales; don't have to. Mail order competition doesn't bother us. We can generally beat them to it on the lines we carry."

The Kearn's store carries underwear, hosiery, yarns, accessories, staple fabrics, in fact everything in the dry goods line that may be classified as staples, and groceries. It is the adaptation of a specialty idea to modern trend in merchandising. All merchants have their preference, and in the centre of the agricultural community a well-assorted stock of staples would seem to have opportunities.

CANADIAN FUR TRADE NEWS

Fur Styles More Staple Than Extreme

Designers visiting large centres for style inspiration—Fall 1913 Samples, to be ready in January—Style indications and length of furs and fur garments for next season discussed.

FUR sales are mostly rush orders for Christmas or special numbers or repeats. Since the advent of colder weather, the confidence of the trade has returned. Prospects of a good holiday trade are more satisfactory.

Designers are preparing samples for January to March showings. Several are now in larger centres booking for style inspirations. The staple nature of many Canadian furs does not suggest extremes, but exclusiveness and demand for high-class garments, and their effect in creating trade makes it impossible for designers to prepare anything until they are reasonably sure of style indications. Designers are not prepared to give definite forecasts until January. While style garments are not real money makers a few novelty styles help tone up stocks. Fur exhibits also make a fairly representative showing advisable.

DRAPED EFFECTS IN COATS.

The tendency in fur coats is draped effects. In matched sets and pieces, serviceable style, with the merit of fashion for more than one season, favors plain furs. Style is more than ever decided by the suitability of the skins. Many furs are so pliable as to lend themselves to graceful lines. In mink, Hudson seal, pony, muskrat and short-hair furs similar styles to those seen this Fall are promised. New shapes in long-hair furs are likely to effect the sale of animal sets.

Another good season in coats is anticipated. Predominating lengths will be fifty inches and usual combinations will be seen. All garments having border effects are graduated. Self fur in opposite grain to the coat itself continues as a favorite mode of trimming. Semi-fitting, straight front, cut without too much fullness, and side fastening styles, with either frog or fur cabochon are expected to suit select trade.

Roll effect, extra wide shawl, falling away to the front, fastening or Robespierre collars, are still in favor. Large cuffs, standing out from the sleeve, in point, box or round shapes, are preferred. Linings are rich, lustrous silks and satins in plain pleasing colors. More brilliant shades are not used and some patterned silk brocades in soft greys, champagne and tan are featured to match the numerous furs.

In more extravagant styles the influence of exclusive demand is represented in coats of draped outline. Real Grecian frock effects are extreme and these garments are made 48-inch back, graduating to 40 inches in front. Clinging effects in wraps, with fulness in the upper section and close hip lines give the wearer the straight lines demanded by expert designers. These garments fasten well over and add to graceful fitting.

Extreme weight of garments this Fall and Winter suggest a real reason for shorter lengths, outside of the style tendencies which seem to favor shorter coats. Designers are not decided yet but 40 and 46-inch coats are sensible and have been approved by the average customer this season. Except for motoring or driving the wearer is hampered by both length and weight as in many prevailing styles an average 50-inch Persian lamb or Hudson seal coat is a burden to carry. The clumsiness of many of the coats produced this season is bound to give way to more practical styles. Price is another good rea-



Fur Opening, 1912. One of a series of 12 two-color windows dressed for the semi-annual style event. The following combinations were used in respective departmental showings:—grey and rose, grey and green, heliotrope and green, navy and white, pink and blue, red and black, brown and black, and white and black. By C. H. G. McKerns, for Pryce Jones (Canada), Ltd., Calgary, Alta.

son. Latest indications from several style centres show that designers are recognizing the influence of comfort, as well as fashion.

Kimona sleeves shown on extreme styles are typical of the slender effect and straight lines which add to the close-fitting nature of predicted garments. Short and long sleeves are both seen. Furriers are likely to keep to the latter.

Long, flat Dubarry sashes are larger and extremes are from 18 to 20 inches wide and 70 to 90 inches long. Domestic furriers will show lines 12 to 18 inches wide. Straight, plain or fringed and tassel finished pointed ends are being forwarded again.

Mink is claimed to be losing favor in some quarters and long-haired furs, especially black and greys, with natural and dyed fox, wolf, raccoon and Alaska sable extremely fashionable in flatter shapes. The latter fur should sell well because price has made it one of the exclusive furs and with the styles being designed a better class of customers will be catered to.

Whether or not mink will be less preferred is a matter of prevailing Fall dress goods colors. With browns and tans good again mink will hold its own but with navy and greys, wines and mixtures, black or natural furs are counted on for larger sales. Mink is too valued a fur with the average woman buyer to depreciate to any extent, from a style standpoint.

Square pillow or bolster muffs are to have another season. Some designers like a narrower and longer muff and it is anticipated that the trade will take this style for novelty. As a development it is much safer than many shapes advanced this season and were passed up. Lack of trimmings, heads and tails, is noted. Some fringes, double and single frogs and tassels will be used.

PRACTICAL DEMONSTRATIONS.

Fur travellers in the United States are building a good connection both with the merchants they sell and customers as well. In many territories a later fur demonstration and salesmanship help is understood in the contract, with the opening order. This is not new but the method is businesslike. Dates are set on which these exhibits are to be held, an amount of stock is displayed and confidential salesmen are placed in charge. Showings are made as part of Fall repeats and samples are sold, as chosen, either by furrier or customer.

Any advantage in this plan depends on the salesmen. Furriers send out men who have actual departmental or counter experience and understand conditions.

These demonstrations are usually given at a time when merchants can expect profits and want adequate return for space, advertising and energy behind the event. Prices are defined by the season and are fixed beforehand. Contracts call for representative showings on specified dates, as simply a part of travelling salesmen's repeat trip routine or special trip to offer concessions to boost business.

QUALITY FURS

We Wish You

A Very Prosperous New Year

L. GNAEDINGER, SON & CO.



1852—1912

Sixty Years' Experience

YOUR fur season for 1912 has gone so far now that you know what satisfaction your line of fine furs will be giving you.

Make a Note of This

and resolve for next year to chain your quality furs all to the good old

Moose Head Brand

L. Gnaedinger, Son & Company

90, 92, 94 St. Peter Street

MONTREAL



MILLINERY

Reds Predominate

Rich reds prominent in Spring colors. Taupe and purple included in novelty shades. Plush particularly in taupe shades and white is the wanted late season fabric.

Many Exquisite New Colors are Shown

Advance reports indicate that reds will play an important part in Spring millinery — Malines, chiffons and crepes will be largely used — Draped and shirred effects indicated

JUDGING from advance reports, a season is coming when reds will play an important part in Spring millinery. Whether these colors are intended for the whole hat or for brimming touches is a matter of query, but it is certain that lovely reds are in quantity on the new color cards. Geranium and currant reds need no description as they are at present used with such colors as black, brown and mole. Dark flame and copper reds are being featured in French millinery, and Besnard red is a rich color between cherry and rose that promises to be good in the coming Spring. And there are the rose shades from "beauty" down to primrose.

Blues are prominent, the novelty shades being on the turquoise order and are both light and dark.

In deep blues there are also grey and violet shades and in the lighter tones come forget-me-not and sky. All yellow tones are prominent such as topaz, jonquil, honey, maize and amber, and these shades deepen into champagne, and browns. Mole or taupe is to be the prominent novelty color and again the purple shades from parne to amethyst are to be featured. Green tones are doubtful to place but some prominence is given to emerald, and reseda and almond tones are shown, and in greys there are the slates and silvers.

Novelty shades are Mail Coach, a coffee and cream shade, Queen's Red or magenta, the new sunset shades and many whitish tones such as ivory, putty pearl grey and pearl pink.

BIG USE OF SHEER MATERIALS.

From advance preparations it would seem as though there would be a memorable use of very sheer materials. Lace and tulle even now are extensively used and in addition to these two fabrics quantities of chiffons, gauzes and crepes in many weaves and in the new and beautiful shades will be used, all of which would seem to point to a season of draped and shirred effects in millinery.

Method of Cutting Fur

The proper method, says The Milliner, is to cut the pelt on the wrong side, using a sharp-pointed knife, cutting through the hide. This does not destroy the fur.

In fitting a straight strip onto a curved brim, pin the fur around in place, taking up the fullness in darts on the right side. Remove strip from the hat, marking with chalk the line of the seams on the pelt, cutting with a sharp knife. The stitch used in joining two edges of fur is the whip-stitch. Bring the two edges close together, pushing the fur away from the seam with a needle, or better still, using a small strip of cardboard between the two seams. Overcast the edges with close stitches. After the darts and seams are arranged to fit the frame, wet the fur on the right side, brushing smooth and allow to dry. Fur is to be well shaken to make fluffy, instead of brushing. In many instances it is better

to cut a pattern of the frame, arranging the fur to fit. Black lynx is a very easy fur to manipulate.

Mink may well be called the queen of furs, for it combines beauty with durability to an extent unequaled by any other popular fur. The pelt of the mink is thick and heavy. We frequently hear of "dropped" mink or let down. This is a process of subtracting from the width of the skin and adding to its length. This process is used for lengthening skins for long scarfs and capes. Numerous small cuts are made and then sewed up again before the skin is brought to the required length. A milliner is many times requested to remodel or make fur hats from neckpieces and muffs which have been used. There is no reason why this cannot be done in the workroom and with great profit. We give the following directions for the proper cleansing of various furs.

For all the light furs, such as chinchilla, squirrel and ermine, white flour is to be used. Heat the flour thoroughly, without browning. Rub into the pelt with a piece of white velvet, changing the flour frequently, using it as hot as possible will generally remove the oil. White furs should never be put away when soiled; always cleaned and kept in blue tissue paper to prevent their turning yellow.

It can never be cut with scissors, as the pelt only must be severed. A sharp knife is used, and even then care must be observed not to cut through the fur, which will overlap and, later, conceal the seam. It is of utmost importance that the fur shall all run one way. In short-haired furs—seal, ermine and the like—this should be upward, corresponding to the nap of velvet. Long-haired furs must be cut to run downward. Fur work has this advantage over cloth: patches and pieces may be inset or added anywhere; the smallest scraps, providing they can be made to match, may be utilized.

French Period Rooms Fitted Up

Ottawa, Dec. 16.—A distinctive feature has just been added to the large department store of A. E. Rea Company, Limited, for the display of their millinery and ladies expensive gowns. In two corners of the second floor, which is devoted to millinery and gowns, two French period rooms have been fitted up, each measuring 18 by 10 feet. One is decorated in pink and the other in grey. They are both richly, but not ornately furnished and draped in velour drapings. Life sized models are fitted with the latest models in gowns and hats. Into these rooms ladies are invited to inspect the new fashions.

The rooms were the result of a remarkable increase in the sale of high priced gowns for wear during the social season in Ottawa, which began with the opening of Parliament.

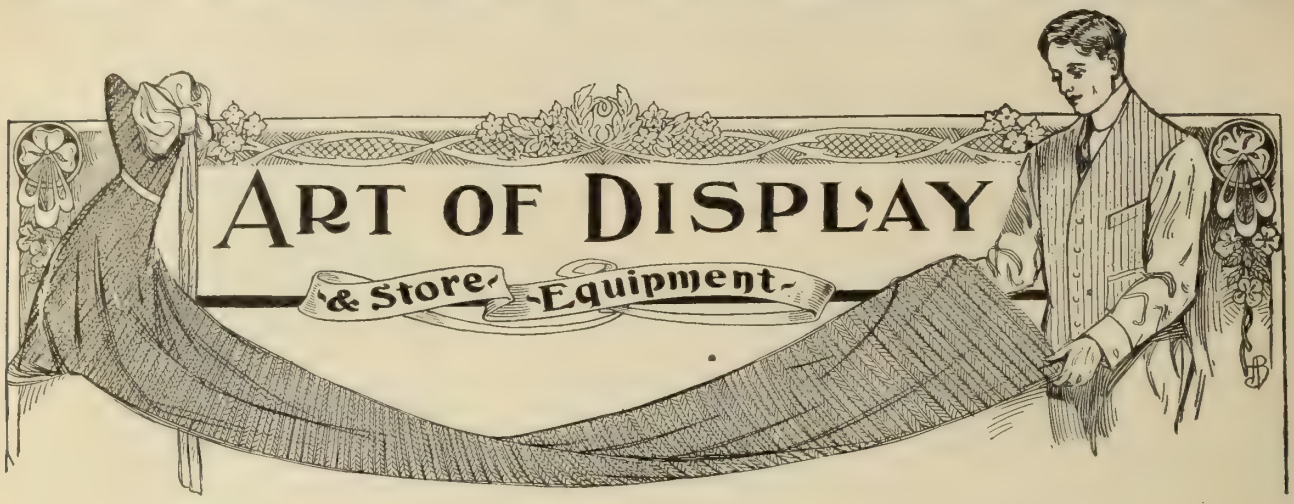
Soft Effects Popular

The smaller shapes are showing many new features this season which assuredly add to their charm, says The Milliner. They are in the great majority of cases so softened in their lines that they are in substantially all instances becoming. There is little that is severe in the present season's hats although the tendency to use extremely simple effects in a trimming way was never more marked. However, hats present a decidedly more trimmed appearance, which is due to the greater use of materials in the covering of the frames, giving the effect of a greater use of trimmings.

One of the most marked features of millinery styles is the prevalence of the soft effects in covering frames. Soft crowns are the more often noted than soft brims, and yet the whole hat presents a decidedly soft effect. Tam O'Shanter crowns are more prevalent than they were at the beginning of the season, and there is no question they are to remain one of the popular features of Winter fashions. Small Tams are the more frequently noted and as a rule they are flat and soft. Occasionally they are lined and are pleated at the base giving a little height, but in the majority of cases they are flat, much on the order of the artist's tam, only they are made with brims, which are both close fitting and medium in width.

Soft crushed crowns are the more frequently noted, and these crowns are used on small, medium and large shapes, and very often are made of a different material from the brim. The mitred crown is shown to some extent, although it is not as popular as the Tam or crushed crown. One model noted in one of the smart Michigan Avenue shops was medium in size with a slightly rolling and elongated brim. The brim was covered with taupe plush, and the oval crown, which was medium in height, was composed of six sections, three of which were of plush, and three of white satin and apple green velvet brocade. A narrow band of plush finished the foot of the crown, and the trimming consisted of apple green goura feathers which were arranged directly in the back in a horizontal position.





Stocky Displays for Smallwear Sales

Semi-annual events make display a leading feature,—quantities and special buying depend on windows and interior showings.—Smallwares make a window attraction for other departments at seasonable intervals.

DISPLAYING smallwares, both in stock and windows, is a tedious job and there are always openings for improvement. With the facilities at hand trimmers have to depend on their own initiative to give this department a "send off" which its importance during the semi-annual sale suggests.

The previous attention given these sales by merchants and the consequent quantities which can be sold if events are properly handled is an incentive to many trimmers. These two things suggest the decorator's course. He is then limited by space and use of fixtures to best advantage. Quantities suggest quantity treatment. As smallware sales are the result of specializing, the same idea is safe in display.

At the same time, many other departments are doing business and have clearance stocks or values to make sales and to take advantage of the general push in January. Semi-annual smallware sales are treated as part of these, as otherwise the tendency is to overshadow small sales. The importance of the growing event means more space, counter room, windows and advertising.

SMALL PRICE WINDOWS FEASIBLE.

Most trimmers favor carrying the same display idea throughout. Extra space allotted gives room for some scheme which attracts. Price as part of clearance, mid-winter or semi-annual sales makes 5c., 10c. and 15c. windows feasible. This is especially desirable because customers have a good method of comparison. Opposition is shown that the dry goods trade is looking after its end of smallwares selling. Trimmers have only to make small articles easy to sell and to enthuse the salespeople with the values. Offerings are introduced with other sales and people do not have to hand over a number of selections to be wrapped up.

Somebody has to sell smallwares and this accounts for the neglect of the section and the allowing of these lines to be subsidiary. A lot of small things have to be chosen to make a dollar check.

OFFERING OF BONUS.

One of the greatest incentives to move little things during the semi-annual sale is to give a bonus for every dollar's worth of smallwares sold to any customer at one time. The question is raised, why should other lines be sold in preference, when the ratio of profit is just as large in most instances as when salespeople are handling dress goods staples or other goods? Sales do not run up to make a book but combined with early Spring demands, the sales in other departments and when added to the total in any parcel, sales are materially increased.

TANGIBLE RESULTS SHOWN.

Smallwares display shows more tangible results than any other display effort. Ranges are growing. In an average smallwares sale, trimmers and advertisers can easily feature 150 to 200 lines of notions. Chances of sales are doubled if (according to space available) two showings can be given similar articles in different locations and the displays made stocky. In the windows the same rules hold good that apply to departments. People have to be impressed with quantity, values, price, articles themselves.

Suggestive Window Displays



Sections ready for January smallwares, spring underwear for semi-annual white sale, and hosiery for February selling. Combined emblematic display over centre ledges, showing counter and stock-keeping arrangements, uniform sale cards and special streamers. Note aisle numbers and store directions.



Background of oatmeal shade wall paper with pillars of same and banding to match handsome Tiffany fixtures in centre. Scenes in wall paper cut out and mounted in plush frame of old gold. Foliage, maidenhair fern and crysanthemums and floor, tan felt, showing evening materials, trimmings, millinery and accessories in an artistic blending of color. Windows 18 x 7 feet. For Ogilvie, Lochead & Co., Brantford, by W. C. Greenhill.

Supplying dressmakers for home sewing and for preparations in advance of Spring are the reasons. Stocky display, assortment and price tickets are the rule in most of the 5c., 10c. and 15c. stores. If these stores do not advertise and are so successful, the opportunity for the semi-annual sale is obvious.

Shelves, glass plates, step arrangement background design in notions or pyramid forms are all good, provided that the lines have sufficient room and contrast to avoid jumbling. Mechanical effects, such as windmills, ferris wheels, firm name in sign effect, large figures denoting price, made in electric lights, a unit in each window or over counters surrounded by a showing, are effective. Decorators are successful in proportion to the uniqueness of their design or layout, provided the stock is displayed so customers can get at it.

Undoubtedly the most important feature of smallwares sales is results. By this incentive, values offered, success and standing of departments, display facilities, tickets and stock, smallwares can be raised to a higher record than is usually evident. Usually the lesson of the semi-annual sales is that smallwares events are worthy of more than semi-annual representation. Twice a year for a week, ten days or a month is not enough. Considering that people invited by special smallware prices are educated to attend other events, merchants do not run much risk. Regular prices are asked at other times but smallwares, as a lever to draw trade, are a pleasing adjunct to the display department. A good method is fair contrast of special prices with regular prices, sufficiently maintained, more frequent displays at intervals during the year are good business and make quantities less of a barrier.

Quantity in smallwares has a far-reaching effect in dry goods interests. Smallwares, as a department at these semi-annual events, meet mail order values. Future success of smallwares sales rests in increasing department, to specialize in buying to obtain prices through jobbers and manufacturers because of these larger quantities. The problem is rather to increase the scope of the event in season's representative showings by adding lines which have merit of profits and cumulative retail quotations with prices possible.

FOR SALE

On St. Catherine St., Montreal, at a busy transfer point, a retail Dry Goods Business. Turnover about two hundred thousand dollars. Good leases. Entrance on two streets; splendid show windows; best of equipment. This money-making proposition can be secured for fifty thousand dollars. Easy terms to responsible parties.

Address Box 182,
Station B, Montreal.

AGENTS WANTED

LEADING WHOLESALE MANUFACTURERS OF FURS OF every description require agent with sound connection throughout Canada. L. Bernstein & Co., 34 Spital Square, Bishopsgate, London, E.C.

SITUATIONS VACANT

WANTED—FIRST-CLASS EXPERIENCED WOMAN AS ASSISTant manager for women's specialty store, Toronto. Must have knowledge of cloaks, suits and dresses. Splendid opportunity for applicant of ability, good personal appearance and high character. Apply, stating experience and salary required, to Box 123, Dry Goods Review, Toronto.

BUSINESS FOR SALE

FOR SALE ONE OF THE BEST MEN'S FURNISHING, ready-to-wear, special order business and tailoring business in the best town in Western Ontario, controlling some of the best agencies. Turnover $25,000. Can be increased to $35,000 on a $9,000 stock. Best stand and rent easy. Address Box 200, Men's Wear Review.

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The next issue of The Dry Goods Review is the Special Spring Number.

Advertising forms close December 24. Get copy in early.

Is Salesman Responsible for Collections?

Merchant to salesman: "You seem to have a greater proportion of credit sales than other salespeople. Here is Mrs. M's——— account for $6. Do you think you can collect it?"

Every salesman has social or locality connection, which is evident in monthly credit sales. The standing represents customers as a class. A comparison of accounts on the books shows that certain salesmen are responsible for more of these unpaid bills than other salespeople. Some of these accounts are good enough, some slow, others bad.

The office or management suggests that owing to this same social or neighborhood connection perhaps the account might be closed sooner.

Should salesmen be asked to collect accounts?

What is your answer to these problems?

For the best practical replies to this question The Review will pay from $2 to $5 each.

All replies must be in by Jan. 9th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

SOCIAL activities will reach their climax during the Christmas season and there will be a rush on the men's furnisher for the various articles pertaining to evening wear. This suggests two thoughts. The first is that the furnisher should base his merchandizing campaign immediately preceding and during the festive season on quality. When men are going out they want to look right. They want the best quality goods and the very latest style. There is enough variety—or shall we say proper sense of perspective?—in man to completely eliminate suggestions of economy when he goes about securing the articles of clothing he needs for social functions. Show him the best and he will not hesitate because it costs a little more than he has been accustomed to paying. He expects to pay more. The second thought is that salesmen should make an effort to guide the purchases of their customers in the right channel. There are little niceties of dress, dictated by fashionable usage, which must be closely followed by men who desire to dress well. Comparatively few men are fully versed in such matters and if left to themselves will not equip themselves correctly. The salesman should tactfully influence the selections of the customer. When a customer becomes convinced that he can rely on the knowledge and judgment of a salesman in a certain store, he will always come back to that store.

* * *

HOW many suits of clothes does a gentleman need? This question has been discussed at some length by a Toronto newspaper. The opinions quoted ranged all the way from three to forty. Before reaching a decision, or even forming an opinion on the subject, it would be necessary first to define the word 'gentleman.' If this much abused and divergently construed word is taken to mean the insouciant man of society, who has nothing to do but fill in the day with social functions, the answer will be much closer to forty than to three. The society man, especially if he follows all the amusements that society affects, will need an almost endless variety of clothing. From evening dress to hunting suit, he needs different garb for every occasion, and every sport. The business man who spends his days at the office and his evenings at home or in the enjoyment of occasional social functions, does not need a very large variety of clothes; at any rate he generally gets along on about four—evening, frock, and two every-day, business suits. And yet the business man approaches as closely to being a gentleman as the immaculate scion of fortune whose wardrobe is extensive enough to require the services of a valet. If the question had been, "How many suits does a man need to be well dressed?" a more fruitful field for discussions would have been opened. Being well dressed implies having a proper suit of clothes for every occasion and enough changes of raiment to prevent much wear of any single suit. To go out much and be well dressed would entail the possession of an extensive wardrobe. One authority contends that a society man cannot hope to win the distinction of being a good dresser unless he possesses at least twenty suits. Judging by the strictest rules, this may be so, but one cannot help feeling that it is possible to keep up an eminently dressy front on far fewer than the prescribed number. How many of the gentlemen who maintain themselves in the very front rank of society have that number?

* * *

WHAT results can a merchant expect from his advertising? It is a pertinent question; and one which every dealer asks himself at times. The question is dealt with in this issue from several standpoints but it is impossible to give any definite answer for the very good reason that results vary according to locality and the quality of the advertising done. One point stands out, however. The merchant should not consider that direct results constitute the sum total of the benefit that he receives.

A good advertisement brings more than sales which can be traced and credited definitely; it brings indirect results which are not always apparent but which help to swell future sales to no inconsiderable degree. A merchant who cannot trace a very large volume of business in the way of direct sales to his advertising, should not condemn advertising as useless. He may be building up something far more important than immediate sales—a reputation for service and aggressiveness which will go a long way to secure and hold customers.

* * *

A SUCCESSFUL dealer gets close to the consumer. He keeps the consumer advised of what he has to sell and the steps he is taking to sell it. This can be accomplished in numerous ways but particularly through newspaper advertisements and store windows. An original idea has been adopted by Ely, who runs the men's furnishing store in the King Edward Hotel, Toronto, and also conducts a store in Ottawa. This Fall he has issued a well-printed booklet with suggestions for Christmas shoppers. It is well printed in two colors and should bring splendid returns.

* * *

PROFIT goes with a well kept stock. The merchant who shows odds and ends of goods, out of season and old style lines to accumulate on his hands cannot expect as large a turnover nor as satisfactory a profit as the man who keeps his stock clean and on the move. There are numerous and good reasons why this should be so. In the first place, if slow sellers are allowed to collect, the rate of accumulation gets faster all the time. The law of acceleration seems to apply in the matter. Before the merchant knows it, he is carrying a heavy stock of goods which are rapidly becoming unsaleable. His stock lacks the neat and up-to-date appearance so essential in men's furnishings. His store is on a par with his stock. This is a tendency against which all merchants must fight and there is only one remedy. Keep the stock on the move, resorting if necessary to the special sale plan at the close of each season. It is far better to get a reduced price on an article than to carry it indefinitely until it becomes unsaleable and hurt the appearance and reputation of the store at the same time. Particularly necessary is it at the first of the year to see that the stock is properly cleared out and all odds and ends disposed of. As soon as the Christmas trade is ended, men's furnishers would do well to go at once into the question of stock clearance.

* * *

INVENTORIES are the order of the day. Stocks are overhauled and valued and their marketability estimated. Why not go a little further and indulge in another form of stock-taking, a "personal inventory?" The success of a business depends on the attention that the proprietor gives to it. Likewise it depends on the clerks and every member of the staff. The advice then applies to all: "Take a personal inventory," cast up in the balance your successes and your shortcomings, review the things you have done which merit praise and put on the other side of the balance the numerous ways and incidents in which you have "fallen down." Probe down into the inmost recesses of self and then proceed to take stock, to sum up your assets and see just where you stand on that very important subject, your chance for future success. An impartial criticism of one's own methods and capabilities will bring to light many faults and enable one to take steps to correct them. Find out your own worth. Then take steps to add to and improve it. A yearly personal inventory would keep many a man out of the rut and correct many personal shortcomings.

* * *

IT seems reasonably assured that the trend in hat styles for next Fall will be toward more conservative shapes. Crowns will be higher and the brims more rolled. It is not intended to assert that the low crown will not be seen. On the contrary, this style is not at all likely to make so hurried an exit and there will be plenty of the low crown variety sold. The trend, however, will be toward the more conservative shapes and this will become more marked in succeeding seasons. Younger men will probably continue to favor the past season styles for some time, because extreme shapes become younger faces, whereas with older men the effect is less favorable.

* * *

A Merry Christmas and Happy New Year to all.

* * *

1912 has been a busy, bustling year with lots of ginger and go. With the impetus of the past year, men's furnishers should begin 1913 with a flying start.

* * *

Concentration is the father of efficiency.

* * *

The vocabulary of the average person to-day is so restricted that new words, particularly of a slangy derivation, are seized upon with avidity and literally worked to death. A few words are at present undergoing the maltreatment of continual and varied use at the hands—or strictly speaking, the mouths—of the multitude. One of these is the useful but hitherto, inexpressive word "some." A tendency has been noted on the part of advertisers to use it extensively, saying "some sale" and "some opportunity." This is not good policy. Avoid slang in advertisements and do not overwork any one word.

* * *

The weather man is not proving a good friend of the men's furnisher. Snow, and plenty of it, is needed to start seasonable sales going.

Specializing on Neckwear Sales

M. J. Carter believes in pushing this line — Department is placed immediately inside the entrance — Effective unit in form of cross — Prices on "left-overs" are never reduced.

SPECIAL attention is given to neckwear by M. J. Carter, who conducts a men's furnishing store on Kent Street, Lindsay, Ont. This department is placed immediately inside the entrance, to the right side. The firm recognize that when a man wants to purchase a suit or an overcoat, where a considerable outlay is concerned, he arranges to visit the store for the special purpose of looking the stock over and is prepared to take some time to do so. On the other hand, when he purchases a tie, he generally just "drops in."

Thus, the value of having this department in a convenient place for the passerby to make a hasty purchase. A large silent salesman is devoted to this line, while several display fixtures are also used for showing ties to advantage. A new display unit has recently been used by the firm for the display of neckwear, it being designed by Harvey Martin, who looks after the display and card writing for the store.

A NEW DISPLAY UNIT.

The new display unit, which he uses in both window and counter display, is rather a new one, being constructed in the form of a double cross. It is reproduced here to show the construction as well as the effective manner in which it shows up neckwear. It has a ten-inch square base, with an upright forty inches in length and cross arms measuring twenty-seven inches. The upright is two inches square while the cross arms are one and one-half by one and one-quarter inches.

The fixture, which was constructed by a local woodworker from Mr. Martin's design, is made of cypress, a soft wood with a grain rivalling that of oak. It also has the advantage of being easily pierced with nails, which are driven in the cross arms at intervals on which to suspend the ties. The unit, which is stained so as to show up the oak-like appearance, is an attractive fixture and one which displays goods to advantage.

DO NOT MARK DOWN PRICES.

This store does not follow the policy of reducing prices on their neckwear when they have been picked over. "There is little use in marking down ties," says Mr. Martin. "The young man of to-day is not looking for bargain neckwear. He wants something of quality that appeals to him. The price is a second consideration. If you take a 50-cent tie for instance and mark it down to 35 cents, you will find it will not sell one bit better. If there should be any among them that a customer desires, the ordinary run of men would feel better satisfied if he paid the 50 cents."

* * *

Relieving Flatness of Displays

A good deal of attention is also given to neckwear in the window, although the policy is to follow mixed displays, in which an assortment of gents' furnishings is shown. In order to avoid the "flat" appearance which a display has that is built up from



An Original Fixture

Fixture designed by Harvey Martin, with M. J. Carter, Lindsay, for the display of neckwear. The illustration to the right shows the fixture in use. This has been found a particularly effective method of displaying ties for either window or interior displays.





A window display arranged by Harvey Martin, with M. J. Carter, Lindsay. Neat price cards were a feature.

the window floor, a shelf has been arranged at one side about three feet above the bottom of the window. It is suspended by a fine chain in front of the mirror and allows a "built up" display in place of the bare window wall which there would otherwise be.

A big feature is made of show cards in promoting sales both in the window and interior. Mr. Martin, who looks after this work, points out that an article well displayed will to a certain extent speak for itself, but it cannot tell the customer many of its finer points, which escape the ordinary eye; nor yet can it point out to customers all the reasons why it should be bought. This is something that can be done by the show card. Its value in this direction ranges high.

Calgary, Alta.—A hat store has been opened by T. Campbell & Co.

Cardston, Alta.—A men's furnishing store has been opened by Duce Bros.

An Outside View of Canada

A Canadian firm recently received the following letter from a large Boston firm:

My dear Mr. ————

We have received inquiries for samples and prices on ———— goods from Nova Scotia. In the agreement drawn up by Mr. ———— with you last Spring I note that it covers only the Dominion of Canada. At the same time I realize that under former arrangements the business of the Provinces was left to you to handle.

I do not wish to take advantage of any technical oversight or error in the new agreement, but would like to know your feeling and understanding in regard to this matter and whether you are covering Nova Scotia and the Provinces, or whether it is your understanding that we are free to get after this business ourselves.

I have not answered the inquiry from Nova Scotia as yet and will await your reply to this letter before doing so. Yours very truly,

————

Windows Should Reflect Social Activity

Men's furnisher finds trade active during week between Christmas and New Year in full dress accessories — Window trims should show quality goods — Customers regard quality not price

ALTHOUGH ordinarily the week between Christmas and New Year's is a dull one, the men's furnisher can keep trade up to the normal by featuring high-class articles for evening wear. The week in question marks the apex of the social season; dances, dinners and receptions serve to turn the week into one endless round of gaiety for the man who is sociably inclined. This creates a big demand for dress shirts, ties, gloves, pumps and all other full dress accessories. By featuring these lines, the furnisher can bring his trade up to a thoroughly satisfactory volume.

The same motive serves for the window trimmer. What would otherwise be a dull and difficult week for him becomes a highly important one. By using the articles which appeal to this class of trade, he can produce displays of unusual merit.

TIME FOR QUALITY DISPLAYS.

Of all seasons of the year, this is the time for quality displays. The man bound for a dinner party or dance has one idea clearly fixed in his mind with regard to his garb for the occasion. He wants to look his very best and he wants to have everything of the very latest. Price becomes a minor consideration. Convince him that a certain article is the very best thing he could wear and he will buy it, if his financial resources are at all equal to the emergency.

It follows, therefore, that the men's furnisher should appeal to the customer's vanity rather than his cupidity at this particular season. Windows should be trimmed with the best quality goods and efforts should be directed to getting the most attractive and even artistic effects. The price question can be relegated more or less to the background, for the time being.

The accompanying illustration is a good example of effective window trimming for the period between Christmas and New Year's. Displays designed along this line will be found trade getters.

Extending Store Largely

Sarnia, Ont.—Macdonald Bros., who recently purchased the premises they occupy from the Hall Estate, have let a contract for a forty foot addition to the rear of their store. The addition will make the building 150 feet in length. The style of construction will permit the building, to be made three storeys high if later conditions require it.



Correct evening attire. Attractive arrangement of latest styles of men's full dress and accessories before a simple but effective background. Several splendid units and fashion hints are seen here, as groupings include everything from cane to topper. Courtesy Robt. Simpson Co., Ltd. E. P. Burns.


Success
COLLARS
MADE IN CANADA
COLLARS
Here is the Success "Strathcona"— a good comfortable Double-band collar— well made and well finished.
This is the big steady seller — It is the popular line. Made to retail at 2 for 25c.
Ask your Wholesaler to show you the complete Success line.
The Canadian Converters Co.,
Limited
Montreal
-2

CLOTHING FOR MEN AND BOYS

Few changes will be made in styles — Rolls will be fairly long and lapels slightly narrower — Silk linings will be much in evidence — Greys and browns will be strongly to the fore

WITH regard to men's clothing for Fall, 1913, few changes in style will be noticed. Strictly speaking, there will be really no change in style trend but a few of the smaller details will be altered.

While some Canadian houses still seem to hesitate in stating what the styles will be, and are only now engaged in looking into the matter, others without the slightest hesitation predict that much the same cut of clothing as has been worn this season will hold good for next Fall as well.

The coat for next Fall will still be the natural coat. Rolls will be fairly long and lapels slightly narrower. The soft roll sack will be very common and will be worn extensively. Fewer vents will be found in the back, the tendency being strong towards box backs.

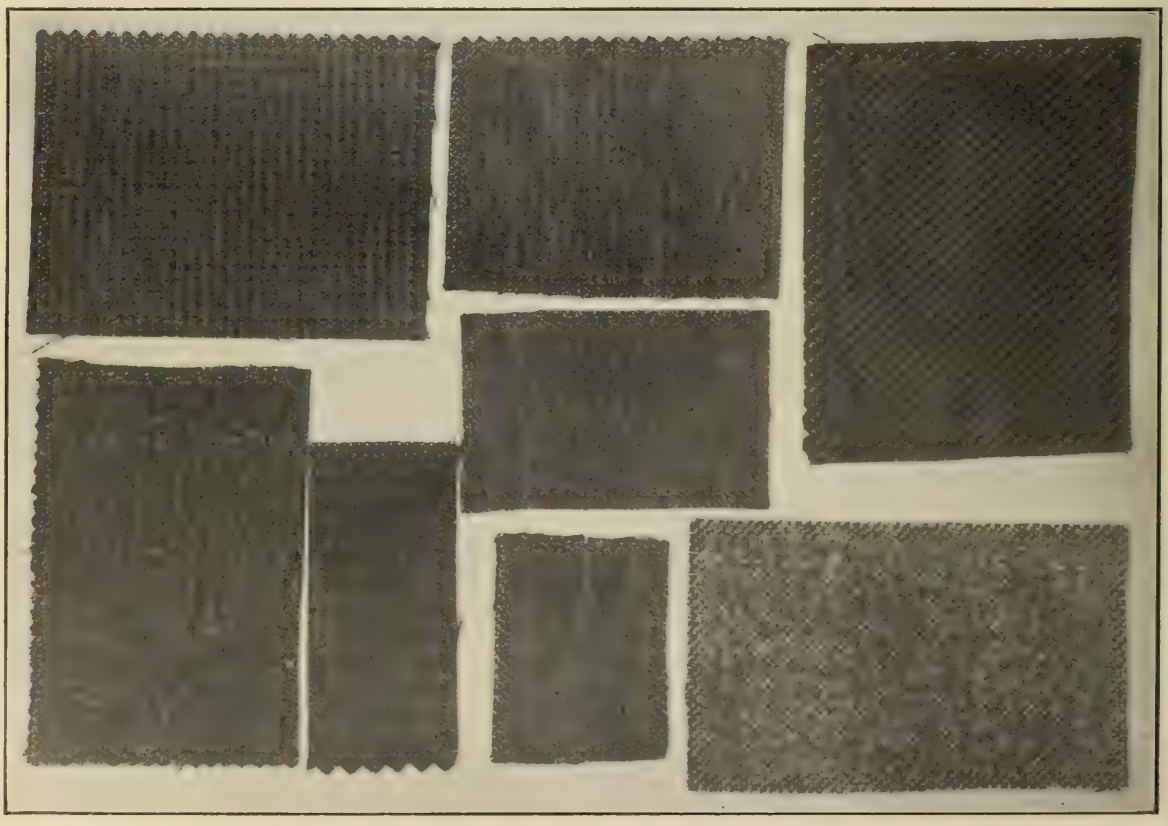
As for the vest, the six-buttoned vest, buttoned high, will be in greatest demand.

NARROWER TROUSERS THE RULE.

Few changes will be noticed in the trousers. Trousers will be slightly narrower if anything but will be by no means snug fitting. The cut can be described neither as the peg nor yet as tight fitting. A stage halfway between the two would come nearer to describing what the trouser for next Fall will be. Cuffs will be worn very extensively, and by younger men almost exclusively.

The morning coat for church weddings and similar functions will be dark grey. In many cases it will be flat bound. There will be really no change in style but changes only in a few details as mentioned above.

(Continued on page 52)



SAMPLES OF SUITINGS FOR FALL, 1913, SHOWN BY COURTESY OF RANDALL, JOHNSTON, LTD.

A Message

From the man behind the Ryan Guarantee

¶ We wish to thank our friends throughout the trade for their hearty support in giving us the record year of our glove business.

Through their co-operation and goodwill we have been given the glad hand that has achieved our success.

¶ We hope in the new year to serve the merchants of Canada even better than we have in the past. Our motto is: "unexcelled service under all circumstances" and we will try to live up to it as in the past.

¶ Accept our best wishes to you and yours for the merriest of Merry Christmases and the most prosperous New Year.



The Robert Ryan Co.

(Registered)

Three Rivers, P.Q.

Trend Toward Conservative Hat Shapes

Crowns will be higher and rolled brims will be more noticeble—Extremes will be avoided—Measurements of hats which promise to find wide favor in the fall.

HAT manufacturers are placing orders for Spring and styles are confirmed. In derbies, many low-crowned, wide-brimmed shapes are still in demand, chiefly because they have not been in style long enough or are not likely to drop. But the tendency is to get away from the extremes of this season and back to more conservative shapes. Hats with smaller brim and larger crown are the biggest sellers. One of the newest shapes has a 4½-inch crown and 2⅛-inch brim at back. Other big sellers measure 4½ x 2¼ inches and 4¼ x 2 inches and some with a crown as high as 4¾ inches and brim measuring 2½ inches at back are also selling. The trend of style may easily be seen by comparing these with one of the wider hats which has been good this season, measuring 4 1-16 x 2 and has a flat brim. This Fall the brim on most hats is wider at side than at back, for example, 4 1-16-inch crown x 2-inch back x 2⅛-inch side and in all cases the brim is flat. Next Spring the tendency, however, is towards a brim wider at back than at side, as 4½-inch crown x 2⅛-inch back x 1¾-inch side. Brims will be more rolled than this season.

As already stated, the low, wide hat of this season will give place to a higher crowned hat with narrower and more rolled brim. There will still be demand, however, for many of the low hats, especially in cheaper grades. But the tendency is away from the extremes and strong towards the stapler lines so that in the more expensive hats the newer shapes will be found.

Soft hats will still be worn but not as many as have been in evidence this Fall. In soft hats, smooth felts in greens, browns and greys have the greatest run, and of these greens will be in greater demand. Last Spring greens were favored and the demand seems to have returned, and next season will see them very strong again.

In the soft hat the tendency is rather towards smooth finishes. Many smooth furs, fur felts, tweeds and soft wools are being taken. Some of the soft wool hats, although cheaper, present a very attractive appearance through being well finished.

ENGLISH STYLES WILL PREVAIL.

English styles, in some cases slightly modulated for Canadian trade, prevail in all soft hats. In New York and other United States cities, many dealers are making a special feature of all English styles for this season and predict that the same styles will hold strong for Fall, 1913. But shape does not count for so much in the soft hat as in the stiff makes. Color is the main feature. The tendency, however, is towards a medium flat hat of medium height. Hats with 2¼-inch brim and 5-inch crown will perhaps form about the average.

In caps English styles will again prevail. English golf caps are to be very prominent for another season.

Clothing for Men and Boys

(Continued from page 50)

PLAIN SILK LININGS.

The linings of the body and sleeve of all coats will be fairly plain. There is a very rapidly growing tendency towards silk linings, and next Fall plain silk will be used to a very great extent. Nothing seems too good for the young Canadian. He has the money to spend and he will have nothing but the best when it comes to clothing. Many orders have been received lately for silk-lined clothing and it is stated that the movement in that direction has only begun. Patterns will be fairly plain in all linings but especially in silks.

Samples of next Fall's showings run chiefly in greys and browns. There seems to be considerable difference of opinion as to which will be strongest, grey or brown. Some manufacturers state that greys have not taken as well as had been anticipated and that browns will be most prominent at least for another Winter season while others give decision in favor of greys. At any rate there seems little doubt that both will be worn very extensively.

STRONG TENDENCY TOWARD MIXTURES.

Patterns in next Fall's showings are mostly plain, with a strong tendency towards mixtures. Some stripes and checks will be in evidence but these will be few. There seems to be quite a strong tendency towards conservative mixed colors, formed chiefly from greys, browns and greens. The different schemes can be worked out by taking grey as a basis. By adding a little brown, the tans are reached, and still more brown gives brownish grey and finally brown. Taking grey and adding green gives a greyish green and finally a greenish grey. It is not anticipated that dark shades of green will become prominent. Thus the different colors are explained—from greys right through the tans to brown and from greys to greyish greens. But whether browns or greys will be most prominent seems still a matter of doubt. Mixtures of blues and greys will also sell well for Fall suitings. Blues, of course, will sell well as always.

OUR wish that you may have a happy and prosperous New Year and that our service to you may be better than ever before is augmented by the fact that we are preparing to increase our facilities to this end. By February 1st KANTKRACK coated linen collars will be in their new home—a new factory built exclusively for the manufacture of these collars. With this well equipped factory we can assure the trade the very best service possible. We wish to thank the trade for their liberal patronage during the past year.

The Parsons & Parsons Canadian Co.
Hamilton, Canada



You can't crack up
"Arlington" Collars
TOO MUCH
They bring you business always.

ESUACEB

1st. Look like linen and wear better.
2nd. Space for adjustment of tie, and ease of back button. Up-to-date styles.
3rd. Strong material for long wear and satisfaction.
4th. Our goods are fast white; will not turn yellow.
5th. Guaranteed finest goods of the kind made.
6th. We manufacture 6 different grades, and guarantee each superior to any made at same price or any price.

The Arlington Company
of Canada, Limited
58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



Should Reckon Profit on Selling Price

Berlin men's furnisher raised an interesting piont—Turnover is reckoned on selling price and profits should be figured on the same basis. Overhead expenses have been increasing.

BERLIN, Dec. 7.—Discussing the question of determining profits and the percentage overhead expenses bear to the total turnover, with The Review, a local dealer in men's furnishings who has had extensive business transactions with the retail trade in Canada, illustrated what he contended was a common error made by retailers. His contention was that the dealer must, in order to correctly ascertain his profits. adhere to the policy of figuring on what the percentage of the margin of an article bears to the selling price, instead of the cost price.

"I maintain that the most important feature to guard against in reckoning profits on new goods, is this mistake, which is commonly made," he said. "For instance: A merchant pays $9 a dozen for an article and sells at $12 and figures that his percentage of profit will be 33 1-3. Now had he gone into the matter thoroughly, he would have discovered that his profit on such reckoning would be only 25 per cent., because of the fact that his turnover is based on the selling and not the cost price. After deducting overhead expenses, his supposed percentage of profit disappears."

This policy, the retailer stated, was adopted by men's furnishings dealers throughout the country and with whom he had come in contact during the course of many years in his career as a traveling salesman.

"While this opinion will be criticized, in most cases by the small dealers, the experts will uphold it. The small dealer invariably falls down on this problem," continued The Review's informant.

"My overhead expenses in the previous year amounted to 22½ per cent. of the total turnover. In the items of expense in running my business, I include rent, taxation, light, water, heat, salaries (including my own), insurance, delivery, freight and expense charges, advertising, telephone, office supplies and 10 per cent. depreciation on store fixtures. Show cards, window trimmings, other than permanent fixtures, and donations are included in the advertising account."

PERCENTAGE INCREASED.

From an increase of 15 to 22 per cent. and a gradual approach to the 25 per cent. mark, is the story of another Berlin dealer's business experience in twelve years, on the question of reckoning overhead expenses. Commencing at 15 per cent. of the turnover, the cost of conducting the business increased to 18, rose to 20, where it remained for a number of years, when the expense of the store was increased still further.

Increased taxation and the paying of higher salaries were the chief factors in accounting for the greater percentage in running the business. The margin of profit on goods did not, however, proportionately assume bigger figures, nor did the year's selling.

* * *

Mr. Leo Costello, of Hamilton, has assumed the management of the men's wear store of W. O. Costello & Co., of Berlin, Ont. Mr. W. O. Costello is devoting his attention to the launching of a shirt industry. The Colonial Shirt Co. has commenced operations and salesmen have completed their first trips.

Getting Close to Customer

The booklet shown in the accompanying illustration has been issued by Ely, men's furnisher in the King Edward Hotel, Toronto, and on Sparks Street, Ottawa. It was sent out with a view to capturing Christmas trade and contained illustrations of best selling holiday lines. Some attractive ties were shown in two colors. Splendid results followed the issuing of this booklet.



Neat Christmas Booklet

The Kind of Socks You can Sell with a Clear Conscience



The best patrons of your store will demand the *best* and most up-to-date hose—and for this reason you should stock Pen-Angle Half Hose. This line represents the utmost in hosiery value, and is a line you can conscientiously recommend to your most valued customer with the assurance that he will be perfectly satisfied.

Knit to Fit—and the Seams Omitted

Pen-Angle Half Hose are shaped to fit the curves of the foot and leg, thereby ensuring perfect fit and long wear. And the entire absence of seams makes them comfortable and neat looking. No other line offers such splendid value.

N.B.—**In Stock for Immediate Delivery,** Line 1350, Pure Thread Silk Half Hose (Mercerized toes, heels and cuffs), in the following colours: Black, Medium, Tan, Light, Golden, Navy, Green, Pearl Grey, Steel Grey and Oxblood.

Penmans Limited
PARIS - CANADA
Underwear, Sweaters, Hosiery
68

Pen-Angle

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Full-Fashioned Seamless Hosiery

A Store With Maximum of Display Space

S. Sauve, of Montreal, has new establishment with arcade running through it, thus giving window space on four sides — Four entrances are provided — Windows changed every day and orchestra hired on Saturdays for publicity purposes

ONE of the important features of present day store planning is to devise show windows that will give the greatest opportunity for displaying goods so that the passer-by may be attracted and interested. In this regard the new men's furnishing store of S. Sauve, recently completed at 196 and 198 St. Catherine St., East, Montreal, seems to fill the requirements.

With a frontage of about 45 feet there has been secured a window display of about 72 feet. This has been made possible by the "Arcade" plan. The building, a two-storey structure, fronts on St. Catherine street, Montreal's big retail thoroughfare, with windows fifteen feet wide on either side of a 10 foot passage, or Arcade. On either side of the passage are windows 18 feet and 8 feet wide. This gives the window trimmer six good-sized windows in which to display the various lines to good advantage.

There are in reality two stores, one on either side of the Arcade and, though the wide passage necessarily takes away some of what would otherwise be utilized as floor space, the excellent show windows more than offset this. Four glass-panelled doors, two at an angle on the front and two at the sides, opening from the Arcade, give easy access to the stores and avoid crowding in getting in or out. The front and passage side are finished from floor to ceiling with glass so that daylight penetrates to every corner, while at night the electric bulbs show up every portion of the stores to passersby.

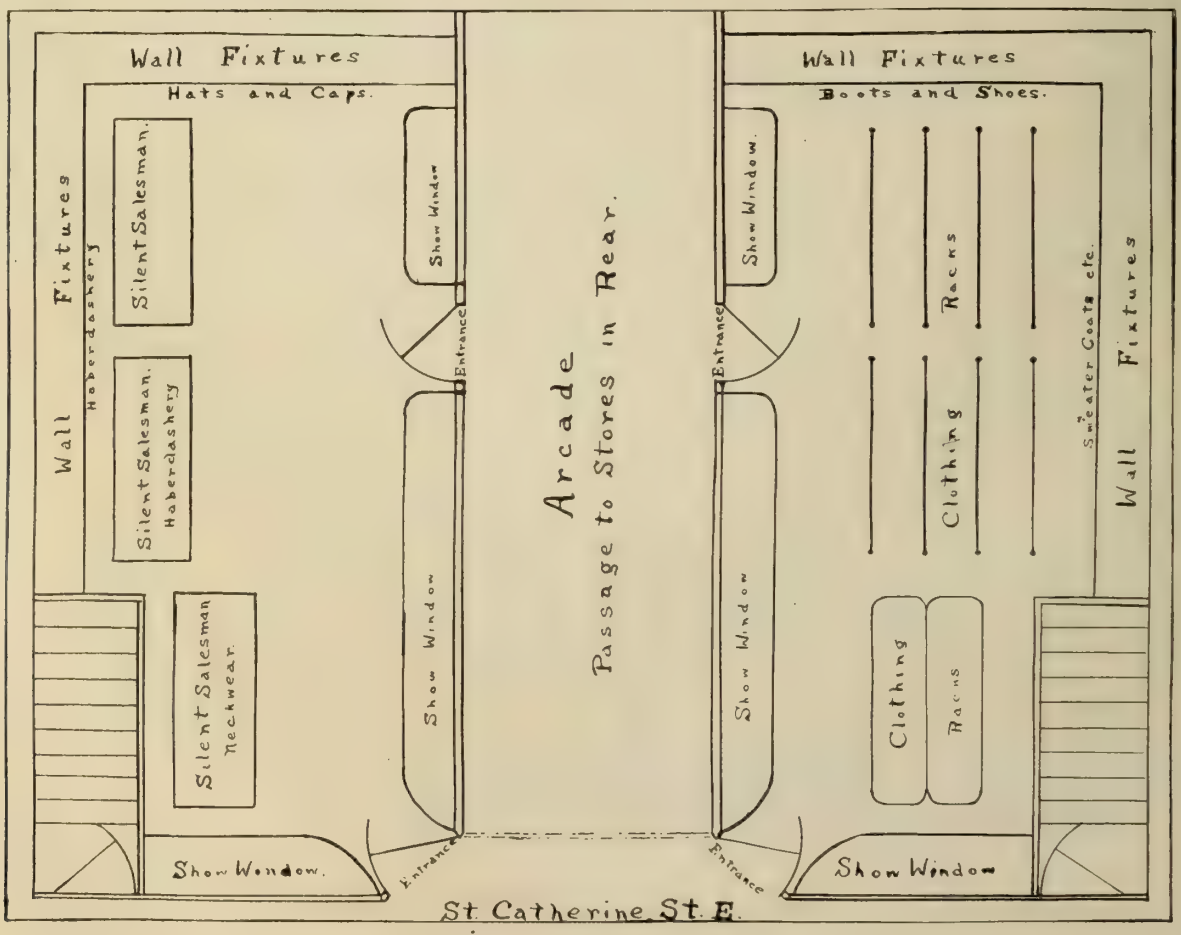
One store, that on the right is devoted to haberdashery, while the one on the left stocks clothing and boots and shoes.

HANDSOME INTERIOR FITTINGS.

The interior fittings of both stores are in polished mahogany, handsome wall-cases, fitted with drawers underneath, and silent salesmen counters and showcases. The accompanying plan gives an idea of the layout.

The store on the right carries a stock of shirts, underwear, neckwear, hats and caps, etc. In the department opposite is clothing for men and boys, sweaters and boots and shoes.

Mr. Sauve, proprietor of the stores and owner of the building, states that he got the architectural





View of the new store of S. Sauve, Montreal, looking through Arcade. The store is located on both sides of Arcade at the front.



The main entrance of the left side of store of S. Sauve, Montreal.

ideas from Paris, and the plans were prepared by Chas. Bernier, of Montreal. Mr. Sauve has had fourteen years' experience in the men's wear business and has two other stores in Montreal.

NEW DISPLAY EVERY DAY.

His experience has shown him the value of the show window as an aid in selling goods and a new window display is made every day. While this entails considerable work and the exercising of some ingenuity in devising attractive trims, he considers it one of the biggest factors in getting buyers into the store.

ORCHESTRA ON SATURDAYS.

A special feature inaugurated by Mr. Sauve to attract attention to his store is the engagement of an orchestra every Saturday afternoon and evening to give a concert in the store. Space for the orchestra is provided on one of the ledges in the store so that they do not occupy any floor space and interfere with the handling of increased patronage. These concerts have been a great success. Many customers are attracted to the stores and, during the time the orchestra is playing, the police are kept busy in regulating the passage of pedestrians along the sidewalk. Four or five extra clerks are engaged for these Saturday "rushes."

At the present time the Arcade is not completed. There are three stores further along the passage, back of Mr. Sauve's and there it ends. It is planned however, to carry the passage along the back at right angles and bring it out further along the street. When this is done it will provide a series of stores in back off the street and everyone going through will have to pass the large side windows of the men's furnishings establishments at the entrance. As it is now the store by reason of its unusually large window display attracts immediate attention by passersby on either side of the street.

Vancouver, B.C.—Sweeney & Needham, clothing, have dissolved. J. J. Sweeney will continue the business.

Winners of Spalding Shield in Toronto Mercantile League



W. R. BROCK CO., LTD.
Winners of Wholesale Drygoods Baseball League, 1912.
Top Row—D. Smith, catcher; J. Dainty, centre field; T. G. Stephens, first base; Geo. Stone, right field.
Second Row—L. Burrows, left field; R. Thomas, second base; F. Green, third base; B. Darlington, committee; S. Blair, shortstop; G. Bell, pitcher; W. Smith, pitcher.
Bottom Row—D. McLaren, committee; F. Hamilton, manager; H. G. Cook, president; B. Ellison, sec.-treas.; R. D. Crawford, committee

The Trend of Demand For Negliges

Continued success of French collar and cuff styles — Favorite cloths and prevailing colors confirmed — Soft collar sales increasing — Some special features seen.

WHAT is the future trend of demand in shirts?

The question is indeed interesting and, because of its many features, one which is hard to answer. What the immediate future will be—what styles will prove popular this spring and summer—that is fairly easy to say; but to trace the probabilities further, is a difficult task.

At the present time every thing points to another brisk season in shirts with French cuffs and soft collars. This line sold splendidly last year and there is practically no doubt that it will sell well again—better than ever, probably. Already large orders have been placed, and travelers report a general feeling of friendliness to this line by men's furnishers.

However, there is a feeling that the spring of 1914 will see these shirts weakening. In 1913 they will be at the height of their popularity as it were, then they will likely decline. Signs from the States seem to indicate that this will be the trend. There, as in Canada, French cuffs and soft collars are popular, but they are said to be declining just noticeably.

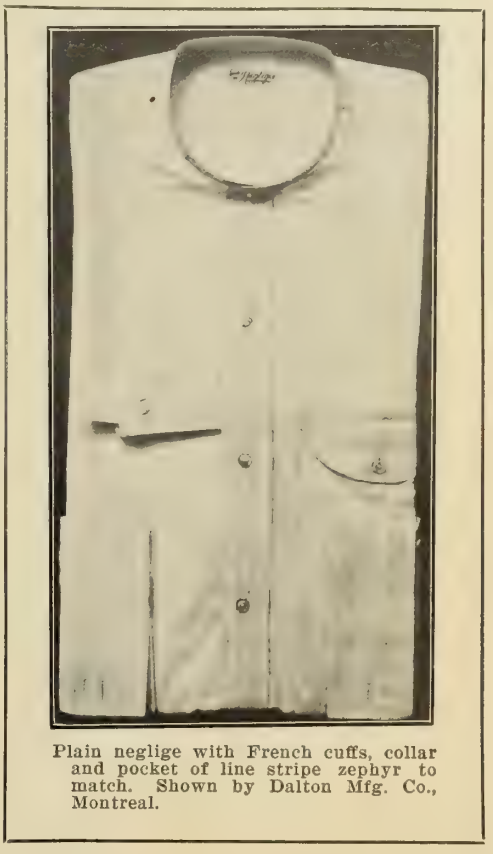
Whatever may be the future of these unstarched shirts, however, there is no doubt that the neglige idea is to be in great favor this summer. There is a suspicion that the United States manufacturers are doing all in their power to foster this negligee style. Some have even stopped laundrying their shirts, sending them out with the band unstiffened. Of course this means a great saving, for, though it may not be generally known, it costs more to laundry a shirt than it does to make it up.

Yet, while this tendency is noted in the States, and while neglige shirts are exceedingly popular here, there is still going to be a heavy call for the shirts with the starched collar bands, front strips, and cuffs. Shirts with pleated fronts, however, are apparently out of style.

Tan is to be an exceedingly popular color this spring. Some soisettes in biscuit color have sold very rapidly. All tints appear to be popular. Helio's are good also, in biscuit, light blue and brown. Greens are not as popular as they have sometimes been. Naturally there will be a demand for white and the new cloth Patricia has already proven popular. Zephyr cord cloth is in great demand. One concern reports using about 175,000 yards of this last year. This season, already, some half million yards have been used. "We are buying the cloth by the mile," remarked the manufacturer.

In the stiffer shirts black hair lines are exceedingly popular, better even than the blues. "I should think," stated one maker, "that we are selling three of the blacks for one of the blues."

As usual some novelties are being put upon the market. One concern has made a reversible collar for a soft shirt equipped with French cuffs. The collar may be used in turn down form, as on the



Plain neglige with French cuffs, collar and pocket of line stripe zephyr to match. Shown by Dalton Mfg. Co., Montreal.

outing shirts, or it may be turned in, leaving a band to which a soft stand up collar may be affixed, or the more formal starch collar. The cuffs of this shirt, too, are reversible. Of course the idea is to give variety, and to enable a shirt to be worn a little longer. A collar will soil in a day, but the shirt—with a new collar—can easily be worn longer.

Another specialty in color is a shirt, plain except for the cuffs, collars, pockets and narrow front. These have stripes upon them running lengthwise. The stripes, in delicate colors, look very well on the white or tinted ground.

Shirt Styles and Fabrics for Fall, 1913

New materials, weaves and clear colorings being prepared for exclusive Midsummer trade and June delivery — Early indications of samples to be ready in April — A good mid-season and unusual demand for white in new fabrics and negligees expected

MANUFACTURERS are preparing shirt ranges for April showings, mid-season sorting and June delivery on early Fall samples. Some smart styles, new materials and neat patterns are to be shown. The trade anticipate continued and increasing business on Summer novelty shirts and negligees for outing wear. Marked advances in manufacture are to be seen for this Fall.

Some timely, between-season comments on different experiences of the trade on the shirt industry are heard. The merchant is the court of last resort and his ideas are based on his success or theories, with his knowledge of selection from any or numerous ranges. Many of these theories are more influential in sizing up samples or creating preference than their importance warrants. But in most cases many reports are brought to bear in creating ideas of different selections. These hints are more or less defined by locality and paramount interest at the time.

The present satisfactory conditions in factories do not suggest the inference that shirt makers need pay much attention to trade theories. Orders are booked to keep things busy until March or later.

SHIPMENTS WILL BE PROMPT.

Deliveries are to be better than usual this year owing to stock shipments being satisfactory. It is expected manufacturers will be enabled to ship promptly, commencing February.

Merchants are giving more attention to proper fitting shirts, workmanship and details of finish, style trend and laundering. The first feature is important because roominess in a garment cannot always be claimed a fault. Well-dressed men appreciate a good-fitting, athletic appearing, characteristic, confidence-giving shirt. Workmanship combined with fit for fitting alone does not conform with the negligee idea of comfort. Dress or informal English and French cuff make all have comfort in view. Whether one manufacturer's or another's is made too roomy or large may be an individual merchant's theory. Customers usually have criticisms in the other direction.

Details of these features are apt to be overlooked in buying—appearance, material, clearness of color contrast or ground shade, exclusiveness and neatness of pattern and comparative values. As far as manufacturers can control orders as a basis, comparison according to each merchant's demand is possible. Development is being appreciated in higher price, and better selling lines, where fit, finish, appearance and workmanship are factors. It is evident these lines are sufficiently roomy. Merchants are more particular. Customers are told the features and not left to buy shirts altogether from the standpoint of good taste.

Style and first impressions are suggestive but other considerations tend to future business. Lines which combine these features best are confirmed by experience and not by hearsay. Most ranges may combine all, but in a degree which adds to each furnisher's theories about size, values and styles.

From the style viewpoint, appearance and finish with best values in higher class numbers, sources of ranges, then selection of patterns and style inspiration have added to the success of several makers. Originality of patterns which are neat though different is one. Clearness in materials, fineness of texture in fabrics and colors create tone and style. Trend of cloths and colors in each case anticipates demand both in kindred showings and washing attributes.

CLEARNESS AND CHARACTER DEFINED.

Clearness and character are defined by different sources of manufacture and designing. Fine texture is important in obtaining the correct effect. In some ranges prints, percales, Madras, silks and fancies in cotton, wool or silk and wool or mercerized finishes, with designs on white or cream grounds are always clear compared with other fabrics used. Other colors or contrasted effects have the same clearness. Finish, fineness or clearness shows both in appearance and laundering and is evident by comparison. Casually these details do not show, but in displaying all stiffness disappears, while the setting has tone increased by unit arrangement, bringing out the real ideas of seasonable style and exclusiveness. Customers are impressed for style and value reasons and trade is held because of satisfactory wear and fit.

Merchants' theories can be applied to sorting and Fall, 1913, ranges and each line judged according to ideas of styles and factors of consistent sales results. Patronage is not likely to change, but as far as ranges are ready, buyers can be prepared to note some departures, both in high-class manufacture and details of later or salient features.

WHITE GROUNDS POPULAR.

Judging from preliminary preparation, ranges are broader. For midsummer sorting wide selections of finer percales and prints at leading prices are being

(Continued on page 72)

How Many Suits Does Gentleman Need?

Interesting question discussed by Toronto Newspaper—Spanish ambassador has fifty and could not get along on less—one Toronto man boasts of forty suits.

HOW many suits of clothes does a gentleman need? The Toronto Star Weekly has been going into this question, prompted by a despatch which reads: "The Spanish Minister to the United States, Senor Fiano, owns fifty suits of clothes, and thinks a gentleman cannot manage on a less number." The result of the newspaper's investigation is summed up as follows:

Those who manage with a Sunday suit, a business suit, and a carefully preserved dress suit, and who righteously consider themselves gentlemen, are inclined to snort at the above clipping. It recalls the days of Queen Elizabeth, or Beau Brummel. It takes the mind back to the days of periwigs and pantaloons; stage-coaches and coffee-houses; when men were ladies in regard to dress. It leaves in the heart of the average man a desire to slap the Spanish Minister on the wrist.

It will come, therefore, as a shock for this average man to learn that the well-dressed man, the ordinary man-about-town, is required by the canons of good taste, and by other big guns, to be possessed of something over a dozen suits of clothes, if he wishes to be in the running at all. And this in Toronto!

The writer, in securing these statistics that show how much cloth it takes to make a gentleman, went from shop to shop, tailor to tailor, bel homme to sport, and felt shabbier and shabbier at each visit. In despair, he entered a shop on York Street, where they sell clothes and gold watches, and on being told there that no gent is complete without five suits, he asked to be allowed to go out by the rear door; and he hid in the lane till nightfall.

Toronto is shockingly ignorant of the first rules of good dressing. It takes a tailor or a haberdasher to educate us.

TORONTO MAN HAS FORTY.

"Considering the court uniforms and regalia that he needs," said a fashionable tailor on the correct side of King Street, "the Spanish Minister is not far out in his count of fifty. There is one man who deals with me in this city who owns at least forty suits of clothes, and finds use for them all. But in Toronto, I think, the following list would keep a gentleman well dressed:

"Dress suit.
"Tuxedo suit.
"Morning suit.
"One blue serge suit.
"Three tweed sack suits.
"One dark flannel suit.
"One white yachting suit.
"Two flannel lounge suits.
"Four pairs of flannel trousers.
"And then, if he were a golfer or a huntsman:
"Riding outfit.
"Hunting pink.
"Golf suit, with knickers.
"Norfolk suit.
"No gentleman can call himself well and suitably dressed unless he owns that wardrobe!"

But the above list confines the class "gentleman" to those whose business hours are a few minutes' consultation with the kings of finance a little before noon, and the rest of whose time is occupied in painful decisions as to what suit to wear and where to amuse themselves. The fashionable tailor mentioned above confessed that "gentlemen" are rare in Toronto. The vast majority of Torontonians confine themselves to two suits a year and to a dress suit once every five years, to keep pace with age and obesity.

A LESS EXPENSIVE LIST.

A less expensive tailor drew up the following list as necessary to a well-dressed man:

Dress suit.
Serge suit.
Two sack suits.
Summer flannel suit.

This is the wardrobe of the stolid burgher who owns no morning suit, because he is at business in the morning, and who does without a tuxedo because he is a dutiful husband and goes about with his wife and with dress-suit tails. And this man, the great "average man," needs no hunting pink for his garden hobby. Sack No. 2 is his uniform for such pastimes.

A QUESTION OF TASTE.

A well-known business man of the city put the matter of good dressing in a sane light: "It is wholly a question of taste and not of quantity. The most tasteful dressers I know have not more than three suits to their name, outside their dress and cutaway suits. They have no fancy Summer suits. They play golf in a pair of last year's trousers and a sweater. Dress with some men is a hobby. But

(Continued on page 62)

Suggestion a Strong Feature of Display

Man is always open to suggestion particularly in the matter of dress — Two suggestive display units with many commendable and unique features — The shopper at Christmas time welcomes suggestions

SUGGESTION is a big factor in the men's furnishing trade. It is the one quality most essential in display units and stock arrangements.

Coming to think of it, suggestion has always been a very potent force in swaying man. It was on Eve's suggestion, that Adam ate the apple. He had never thought of taking it himself and perhaps might never have thought of it if left alone. It would not be a difficult matter to find a dozen other instances to prove the statement that suggestion has played a big part in every event recorded in the stormy annals of history; but the proposition is too self-evident, to render this necessary. Suffice it to say that man always has been and always will be open to suggestion; and in no respect is he more successful than in the matter of dress.

It follows that window trimming is an essential merchandizing feature with the men's furnisher. A good window display is sure of attracting attention. Men always take an interest in matters pertaining to dress. A new style of necktie, the latest thing in hats, an assortment of shirts, are sure to attract the notice of every man who takes the least interest in his appearance.

SUGGESTIVENESS IN UNITS.

Suggestiveness is the quality that window trimmers are striving to attain in their display units. A display which not only shows the article, but shows how it will look when worn or demonstrates one particular point, brings the results. Two window displays are shown on the opposite page which were arranged by Geo. E. Keast, with Marks and Price, Toronto. In these arrangements suggestion plays a very large part.

The top window contains a number of novel features which will be interesting to window trimmers. The fixture in the centre is new style pedestal with a large oval top. It has been utilized for the display of quite an assortment of goods. Suggestion is very evident in the manner of showing the shirt above this centre fixture. The top of a Christmas box has opened, showing the shirt with collar and tie attached —a method both novel and effective.

A novel card is part of this display unit. A dark card, with a darker bar on which the lettering appears, this card is distinctly different from the general run.

The lower display also boasts of distinctive effects. A diagonal stripe tie has been drawn down over a bamboo cane. Ties in Christmas boxes have been placed on the floor of the window near the front.

CHRISTMAS SUGGESTIONS NEEDED.

Suggestion is an important feature during the Christmas season. Shopping is undertaken by the average person in a receptive state of mind. The percentage of people who go shopping with a defined idea of what they intend to buy is small indeed. A majority go downtown to look around. If they see an article which pleases and seems suitable, they will buy when perhaps the thought of purchasing that particular article had never perhaps crossed their minds. Suggestions are welcomed with relief by puzzled shoppers and the merchant who has the most suggestive displays will reap the most benefit.

Fort William, Ont.—The dry goods stock of the estate of E. C. Currie, has been sold to R. H. Knight, of Sault Ste. Marie.

Port Arthur, Ont.—I. N. Kaufman, dry goods dealer, has sold to R. H. McFarlane.

How Many Suits Does Gentleman Need?

(Continued from page 61)

so are pipes, for instance. A man is a gentleman with one pipe. But I am no more correct a gentleman because I have four pipes here. That Spaniard you mention is an ardent collector of clothes, just as J. M. Barrie is a collector of pipes."

One of the correct dressers, a young business man, who has an apparently unlimited wardrobe, said in defence of the fashionable man: "Unless I am carefully groomed and dressed, I am not at ease. I cannot meet men with that slightly superior air that I find necessary in business. In social life, there is the same necessity, of course. But I wish to make my appearance so wholly correct that I am unconscious of it, and can so devote my attention to more important matters."

The dressy man, then, has psychology behind him, as well as the fancy for dress. But it is, after all, a question of fancy.



Two displays arranged by Geo. E. Keast, with Marks & Price, Toronto. Some novel display ideas are introduced.

Determining Salaries on Percentage

Is this a fair method under all circumstances? — Positions of readers quoted — Work that some salesmen undertake does not always show in sales book but is nevertheless having influence on future business

UNUSUAL interest has been shown in the problem published in the November issue. Many replies have been received, a number of which are reproduced herewith.

The problem was as follows:

Merchant to salesman:—

Your salary is greater than our fixed percentage allows. Can you increase your sales?

Different salespeople have different relative value to the business. Your ideas of making sales are in the interests of future business, while your fellow worker may perhaps be less scrupulous. Conditions vary in departments and in opportunities for making a book.

> *"Having the general interests of the business at heart, sending customers away with good impressions of the business, courtesy, carefulness and correctness; avoiding losses trough stock accumulation; care in handling goods; having a religious regard for the ultimate success of the business, to the end that a fair and adequate margin of net profit will result from the business transacted year by year."*
>
> *The above, written by Wm. G. Brown, is a concise summary of the duty of the salesman in a broad sense.*

Salesmen frequently meet this problem.

From the office standpoint a review of the season's business gives the firm a comparative understanding of your worth as shown by sales totals. For some reason your sales are not up to the mark.

How would you answer, considering your value to and interest in the business?

The replies received have covered the problem from many standpoints but on one point all seemed to agree—that immediate sales should not be the whole objective point of the salesman. That the salesman should strive to be always courteous and obliging with an eye to future sales and to build up the store reputation for service was deemed to be an important consideration; a consideration which the merchant should not forget in fixing the remuneration of his clerks. Another good point brought out was that clerks should spend a certain amount of time straightening stock. Time spent this way does not show in the sales book and some clerks are prone, therefore, to let this work slide or to hand it over to some other member of the staff. The work of the salesman who puts in time straightening stock while the others attend to customers should not be judged solely by the total of his sales. A number of the replies received are appended.

OTHER CONSIDERATIONS.

Cowansville, Que.

A salesman—as the name implies—is one engaged for the purpose of selling goods and as a rule his percentage of sales should warrant the salary paid. I do not consider percentage on sales a fair standard under all conditions. Where the business is departmentalized, it is possible to arrive at a fair percentage. In the general store, where the salespeople serve throughout the store, this system of determining salary will not work out satisfactorily, and I consider it advisable, while impressing upon our salespeople the necessity of making legitimate sales upon which the success of the business depends and while I would keep a record of sales, I would also emphasize the fact that there were other considerations to be taken into account when arriving at a basis of salary for services rendered: Such as having the general interests of the business at heart; sending customers away with good impressions of the business; courtesy, carefulness and correctness; avoiding losses through stock accumulation: care in handling goods; having a religious regard for the ultimate success of the business, to the end that a fair and adequate margin of net profit will result from the business transacted year by year.

Yours very truly,

WILLIAM G. BROWN.

IMPORTANCE OF STOCK-KEEPING.

Calgary, Alta.

In answer to your query: "Is percentage on sales a fair salary standard?" would like to express my opinion on that point.

There are different types of salesmen. Some are good salesmen and poor stock-keepers while on the other hand others are good stock-keepers and indifferent salesmen. Take into consideration the man who is a hard worker on stock and who cannot always be to the front to serve the trade, while the poorer stock-keeper is invariably looking out for the opportunity of "getting his man."

Stores adopt different methods. Some use the system of having a salesman at the head of each department who in each case has the first call, while others have no salesman in particular who has the first call. If the latter conditions prevail in a store, there are a few things to be considered.

Is it not essential for a firm to have a good stock-keeper? Now, for instance, if an employer took into consideration the number of sales recorded in the week (Saturdays excepted) it would be in all probability that the poorer stock-keeper might be fore-

most. But on Saturdays when both are hustling to cope with the business to the best of their ability, then would be the time to judge accordingly.

Yours faithfully,

E. B. Watson.

* * *

THE VALUE OF SERVICE.

Cornwall, Ont.

In reply to your article—"Is percentage on sales a fair salary standard?"—in November issue. This is a subject that a great deal could be written on. Some clerks are always looking for the best of the day's business, that their sales may be heavy. Though volume of sales is what the merchant wants, still that clerk is only after the sales of to-day. He will press his customer a little too hard in order to grasp the next, which he hopes will buy a greater purchase; and when, by what he calls bad luck, he gets a customer who uses twenty minutes of his time for a small purchase, he gets impatient and is inattentive. Perhaps it was that customer's intention to make heavy purchases in that store a little later. The store's advertising likely brought the customer and the poor store service has driven her away. Now the clerk whose sales are a little "under" but whose polite, attentive manner is winning new customers and keeping the old ones with a little extra time and strategy, is the man who is pulling "future" business. His service to his employer is worth much more than the fellow who is only making the sales of to-day. There are old-fashioned merchants or managers who do not approve of the time spent by salesmen in the writing of price tickets and showcards (viz., in smaller stores). Now while thus employed he is not making sales, but when price tickets are placed on merchandise in windows with showcards as well, these soon pull passersby into the store. This clerk is also bringing future business.

Yours respectfully,

Jas. Fagan.

* * *

Both Sides of Question

As it might be worth while studying both sides of the question, I am taking that liberty in the following:

It is perfectly right for the merchant to expect that his salary pay roll will not exceed a fixed percentage. If it does exceed this limit he has two methods of procedure—cut salaries or increase sales.

In most stores it will be found that the pay roll percentage far exceeds what is allowed in larger and more thoroughly systematized stores. But until the business is of a certain size, no matter how good the salesman, the salary payroll is bound to exceed the proper figure.

If a good smart salesman in any store serves his customers properly, makes a maximum per cent. of sales, gives good service and satisfaction to both customer and merchant and does not bring his sales up to the standard set, it may not be his fault at all. He serves all customers who enter the store and could serve more if more were there to serve. Who is going to get more customers for him? The clerk may influence a few friends, but that would be but a very small item alongside of his annual sales.

Suppose one clerk replies to the merchant in this fashion:

"I am certain I can reach the per cent. you say I should, if I am left to do the selling and am not expected to do other work as well. I do a great deal more of the marking of goods than my co-workers. I am in demand to fix this and fix that. I dress your windows for you. I open a great many goods and check them from the invoices. How much per cent. of my sales is this going to count for?

This is a proper question and the merchant who fixes his standards of payment on the sales record alone is sure to make some egregious blunders.

Actual service is the only proper basis upon which a clerk's salary should be based. If, as in large department stores, the salesman does little but stand behind his counter and sell goods, it is right and proper that sales should be carefully compared and standards be maintained.

There must be a sliding scale of percentages if the ordinary business conducted along time honored lines is to continue.

Here is an actual case:

Five years ago the following was submitted to an American trade journal as a fact. I quote from the article:

"The writer is acquainted with a clothing and furnishing business with an annual turnover of about $25,000. The owner draws $15 per week salary, and pays his three clerks $12, $8 and $4, respectively. These sums seem small to the city salesman, but in the smaller places were considered fair until the recent advance in living expenses. Their sales last year amounted to $11,000, $9,000, $4,000 and $1,000.

"The average cost of salary was 8 per cent. By a comparison of their sales it will be found that the merchant and his head clerk are receiving considerably less than they should on an 8 per cent. basis, while the other two are receiving considerably more than their share. This matter was laid before the merchant, and after due consideration he gave the following opinion: 'It apparently looks as though there is an unequal distribution of salary here, but when it is carefully considered it is not so unequal as it appears. I head the list in sales, but it is often an easy matter to make a sale where my head salesman cannot, because I have been in the business nearly twenty years, and many customers will have none others serve them. My sales are easily made sales. Conditions are similar with my head clerk. He has

grown up with the business and has many customers of his own. But, take number three. He, with the help of the boy (who is the fourth salesman spoken of), does all the dirty work, looks after everything of a menial nature, and by your calculation receives about a hundred dollars extra for that. The boy earns an extra one hundred and twenty-five by assisting number three and running errands, delivering parcels and in all kinds of weather, too. My method of paying regular salaries is fair, if not scientific.' "

The view taken by this merchant is given here merely to show how a salary list based on a fixed per cent. of sales may be a long way out of all proportions to the value of the salesman to the business.

Some years ago the following actually took place:

In a shoe department of a large department store a new clerk was hired. It was soon found that the "books" he was turning in showed phenomenal sales. The manager of the department thought he had got hold of a human dynamo—a prodigy.

He wanted to find out how this was done and point it out to the other salesmen for their profit. But he found that the new man was doing two things that were very detrimental to the firm's interests. First, he was allowing customers who were hard to please to leave with no effort whatever to find what they wanted when a little real salesmanship might have effected a sale. Second, it was found that he was in the habit of sneaking along one of the less frequented aisles and listening to the requests the customers made to the floor walker who met them. When ladies' shoes were inquired for, he would hasten back and coming through one of the side aisles meet the customer before any of the other clerks had a chance. If slippers, or rubbers, etc., were asked for, he allowed the others to serve them. In this manner he had practically a choice of customers, and he selected those he thought would make purchases which were likely to be for the larger amount. That is the way that salesman made large "books."

This may be an isolated case, but it shows the danger the merchant falls into who insists upon sales being the basis of salaries.

In some of the department stores the following payroll percentage is expected. In clothing and hats, both men's and boy's the salary must not exceed 6 per cent. In the men's furnishing department the percentage is the same, but in shoes it is only 4 per cent.

In thousands of the shoe stores in both Canada and the United States, the salary payroll will exceed ten per cent. of the sales at the present time. A better service is expected from the smaller store than from the larger, and in almost every case the salesmen, who are salesmen and not department heads, are much better at the game in the smaller stores than those in the larger ones.

A very satisfactory way to base salaries on sales is to figure the average or actual per cent. of sales the whole payroll is. Then, allowing for extra work done by some clerks, offer each a bonus of a certain per cent. on all sales above their previous years' record. The amount per cent. need not be as large as the average per cent. salaries cost.

As an instance: A clerk sells $10,000 worth of merchandise during 1912 and the average cost per cent. of wages were eight per cent. If the bonus figures are placed at five per cent. and the salesman more than $10,000 during 1913 he will receive then only five per cent. of the increase. This will reduce the average per cent. cost of salaries. It will prove an excellent incentive to extra efforts which are bound to result in added sales.

A. E. Edgar.

Undoubtedly there are some points which should be given consideration in the above communications. There are other things than actual sales which must be counted in determining a salesman's worth. The time that one man takes in sorting up the stock or in preparing price cards is making future business. Sales which result from his work may be closed by other members of the staff who will get all the credit on the sales book. It is thus apparent that sales percentage is not the fairest method of determining salary in all cases.

If a clerk's salary is greater than the fixed percentage of the business allows, he may be making it up in other ways. The proprietor should endeavor to ascertain if such is the case.

A Valuable Record

The advantages of keeping a stock record are summed up by one dealer as follows:

"If a certain man of my town town buys a suit of a certain size this Spring I can almost count upon him being a customer for that size next season. It also gives me a very valuable check when a certain style or fabric goes wrong. For instance, I sell a half dozen suits of a fabric which the maker guarantees and I guarantee to my trade that they will not fade. In a few weeks one of my customers brings back one of these suits and shows me it has faded badly. Of course I can make good with him immediately; but what of the other five if I have no record to whom I sold? They may be the kind of men who will not kick, but will just remember how I beat them, and, without saying a word to me, transfer their trade to another store. With this record I can look up the five other purchasers of that lot and write them a letter stating I have found the suit I sold them was not what I guaranteed it to be, and ask them to call at the store so that I can adjust the matter. In addition, these names give me a live mailing list. The record of the customer's occupation is oftentimes valuable data for the advertising man."

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - ONTARIO

Co-operation is needed to bring advertising results—the co-operation of the whole store staff.

GOOD ADVERTISING



The results which merchants can effect from advertising — The importance of indirect results — Co-operation of staff an important feature in effecting results.

WHAT results can I expect from my advertising?

This question is often put by dry goods merchants. It is a query which invariably arises in the mind of the merchant who is paying out his money for purposes of publicity. He is anxious to know if he is getting returns in keeping with the expenditure.

Results from advertising can be classed under two heads, direct and indirect. A certain article is advertised in the papers and next day, or the day after, people come to the store and buy that article. There you have direct results. Frequently, however, people see an article advertised and recognize that it is something they need but they do not buy it for a week or a month or even longer. Perhaps the name of the firm is the only impression that the advertisement leaves on the mind but some time after, the need for an article crops up and a visit to the store of that firm follows. Such results are termed indirect.

When the advertising has been conducted along progressive lines, indirect results can be taken for granted. The results will increase in direct ratio to the excellence and effectiveness of the copy. When a man has been doing what he knows to have been good advertising, he need not worry about the results. They are coming all right.

JUDGING DIRECT RESULTS.

It is impossible, of course, to set any rule as to what can be expected in the way of direct results. It depends upon many things—the effectiveness of the copy, the "follow up" methods pursued in the store, the state of the public mind and the seasonability of the appeal. Some men will put in an inch ad. and expect to have people flocking to their stores next morning. They are expecting too much.

It is not an uncommon occurrence for dealers to find their stocks of a certain line cleaned right out at the end of the first day after an advertisement of that line has appeared. This is almost the daily experience of the big departmental stores. When a departmental store advertises an especially attractive bargain, the stock will often be practically cleared out by 8.30.

If the merchant expects returns of this kind right along, however, he is sure to be sadly disappointed. When everything is distinctly favorable, he will get astonishingly quick results; but this will not always happen.

The indirect results are what count most in the long run. An ad. may bring a certain number of sales each day, but it is, after all, the impression which the advertising campaign of the firm gradually builds up in the public mind which counts the most. The public comes to judge a firm and to form estimates of the service it gives, and the kind of stock it carries, to a large extent from the quality of the advertising done. Advertising wins permanent customers and the results obtained in this way are never apparent on the surface.

Co-operation of the Staff

It is not stating anything new to say that advertising must be carried out thoroughly. It is a fact, however, that a great many merchants do not seem to understand the full meaning of that word "thorough."

A thorough advertising campaign does not end when the copy has appeared in the newspaper. It is only beginning at that stage. The work which follows the publication of the advertisement is equally as important as the work which goes before.

FEATURING THE GOODS.

It is not an infrequent experience for customers to be attracted to a store by the advertisement of a certain article, only to find that the article in question is nowhere to be seen. It is wise for the goods advertised to be displayed not only in the store but in the windows as well. Sales are lost otherwise.

"DEACON" SHIRTS

For 1913 Are Worth Waiting For



Though our travelers are now out with our entire range of men's and boys' outing and working shirts, the territory must be covered systematically, and therefore necessitates somebody being last.

We have planned on reaching every point early and you can rest assured that our range is worth while waiting for. It is open for comparison with any other line in the trade.

Wait.

The "Deacon" Label is your guarantee of workmanship and quality.

THE DEACON SHIRT CO., - Belleville, Ontario



Stylish Bloomers For Boys

"They Please the Boy and Satisfy the Mother"

Why not put your boy's clothing business on a sound foundation by selling the reliable Jackson Bloomer?

The neat, stylish fit pleases the boy, and the long-lasting quality of the material satisfies the mother—a combination that means big sales.

Start the new year right by stocking up "Lion Brand" clothes.

The Jackson Mfg. Co.

CLINTON, ONT.

Factories:

CLINTON GODERICH EXETER

"KING EDWARD" SUSPENDERS

Retail 50 C. Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

It cannot be expected that an advertisement will always be sufficient of itself to create sales. People will frequently be half convinced by an advertisement. "It looks good," they will say to themselves. "I would like one of those." Suppose they pass the store the next day and the article in question is displayed prominently in the window. It is a certainty that they will stop to look it over. It is almost a certainty that they will finally find their way into the store.

If, on the other hand, they pass the store and there is nothing to remind them of the desire awakened by the advertisement, they may pass along without giving the matter a thought.

When a person is interested in a certain article, a good advertisement will create sales often; but a good advertisement, backed up by a good display, will create sales always.

HAVE STAFF INFORMED.

A still greater necessity is that of seeing that all members of the staff are partners in the advertising campaign.

A humorous article in a recent issue of a well-known publication recites the trials and experiences of an amateur sportsman in various sports and pastimes. On one occasion he weakly consented to go out with a friend in a sailboat. Heavy clouds soon loomed up on the horizon and it was quite apparent that a storm was brewing. The friend cheerfully remarked that it would only blow "half a gale," but the amateur sailor found to his cost that it was "the last half."

A well-advertised article is half sold but in this case it is only the first half. The completion of the last half of the sale depends upon the salesman. He must be prepared to talk the advantages of the advertised goods. Furthermore, he must be prepared to bring these goods to the attention of customers, to push sales in every possible way.

Here is the outline of a rather common occurrence in some retail stores. Enter customer. "I want to see the mufflers you were advertising." The clerk scratches his head in rather a perplexed way and finally brings out a selection of goods. He states the price but the customer protests that the advertisement had promised mufflers at another figure, lower than the prices he has quoted. The clerk is nonplussed and consults another. Between them they find out about the matter and finally produce the desired article.

Such crass stupidity is, unfortunately, not uncommon. It is not unusual to find clerks who have not the faintest idea what the "boss" has been advertising. They seem to think that, as he looks after the advertising, they cannot by any chance be interested in it. Is it any wonder that, in such cases, the proprietor does not get the returns from his advertising that he is entitled to expect.

Each member of the staff should study the store advertising carefully. "We will have a big demand for those lines to-morrow," the progressive clerk will say to himself. "I must brush up a bit on them." He then proceeds to study up the various lines, planning arguments and "selling talks." Next day, he is in fine fettle to sell the goods which will be in most demand; and the merry clank of the cash register provides the satisfactory sequel.



An ad. that brought results.

Staff co-operation, then, is an important phase of advertising. It is only by securing the complete and willing co-operation of the staff that the best results can be obtained.

* * *

A Neat Advertisement

The accompanying advertisement has been submitted for review. It was prepared by Wm. Wettlaufer and was afterwards issued in circular form.

For the purpose of clearing out a large stock at reduced prices, it should prove effective. The opening explanation is written in forcible manner and yet the common faults of over emphasis and exaggeration have not been indulged in. The layout is attractive and, from the typographical stand-

BEAVER BRAND

WE wish to thank the merchants of Canada for their patronage during the past year, and hope we may be allowed the privilege of serving you in the year we are just entering.

We have placed the standard of Beaver Brand Knit Goods at a very high level, and our constant aim is to live up to it in our values and our service. We wish one and all the heartiest wishes for a Merry Christmas and a Prosperous New Year.

R. M. Ballantyne, Limited

Manufacturers of the well-known "Beaver" Brand of Knitted Goods

STRATFORD - - - CANADA

TORONTO REPRESENTATIVE
J. N. BOYD, 373 BROADVIEW AVE.

Wreyford & Co., Toronto

Wholesale Men's Furnishers

SEASON GOODS FOR IMMEDIATE SHIPMENT FROM TORONTO.

Young & Rochester's Dress Shirts, Fine Flannel, Taffeta and Zephyr shirts. **Pyjama Suits—Dress Vests—Neckwear—Dressing Gowns—House Coats etc.**

Tress' Caps—"Mascot" "Talma" and "Lothian" shapes in Grey and Camelhair shades for motoring etc.



Scotch Knit Vests—at $2.50 $2.75 and $3.50 With sleeves $1.00 extra

Knit Silk Motor Scarves $18.00 to $60.00. doz

Wool and Vicuna Scarves and Gloves.

Knit Silk Neckwear, new weaves, $13.50 and $16.50

English Crochet, new weaves, $12.00.

Linen Handkfs. boxed, to retail at 25c, 50c, and 75c.

Traveling Rugs from $3.50 to $10.00



Points

Button Holes do not get loose and bagged.

Shoulders do not droop.

Stylish, neat fit coat—retains shape during wear as well as a tailored coat.

Write us for a trial order

BEST-KNIT, LIMITED

Sweater Coats, Ties, Scarfs. Etc.

Brampton, Ontario

point, there is little fault to be found. An improvement could be effected by putting the sale prices in black so that they would stand out more prominently.

* * *

Christmas Suggestions

The advertisement of the Hudson's Bay Co., herewith reproduced, presents a somewhat novel feature in that the goods in each department are listed alphabetically and the location is named. The lack of price quotations is probably not counted as great a weakness at this time as at other seasons but in the opinion of the writer this advertisement loses a large part of its selling power through the elimination of price quotations.



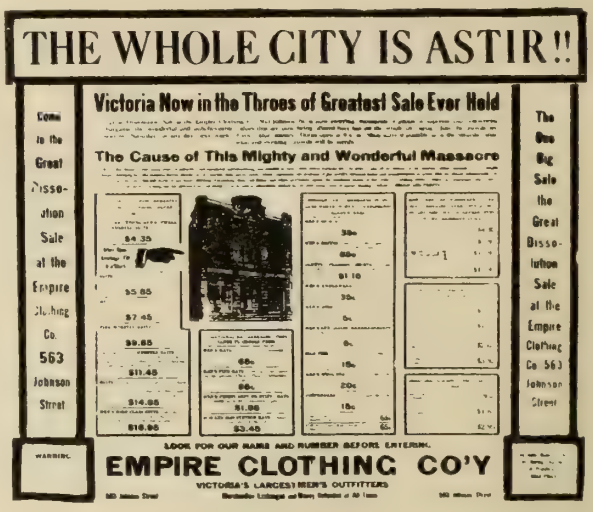
Attractive lay-out for Christmas ad.- Items are listed alphabitcaly but no prices are quoted.

The heading is attractive and the introductory explanation gets right to the point without waste of words or space.

* * *

Special Sale Ad.

The advertisement reproduced is well worth looking over and considering—for its bad points as well as its good. It was displayed prominently, ten columns in width. Spread over two pages, with two columns of reading matter on each side, it undoubtedly had commanding position. This ad. would attract attention; but would it be favorable attention? The use of the extremely heavy borders is, perhaps, less at fault in so large an ad., but best practice precludes so black a display. The ad. is written in a lurid style which requires no comment. Listen: "The great Dissolution Sale at the Empire Clothing Co., 563 Johnson Street, is now swaying people to supreme and overwhelming bargains. The wonderful and unbelievable values that are now being offered here have set the whole city agog." This bombastic style is not



good advertising. The heading "The whole city is Astir!!" is very weak. It might refer to an earthquake rather than a bargain sale.

Shirt Styles and Fabrics for Fall, 1913

(Continued from page 60)

prepared. The season is expected to develop "white." Clear white grounds with fine line or marked lines relieved with two or three side stripes are in keeping with the choice for neat patterns. Few fancies are seen in these cloths but broken checks are likely to prove a novelty. Plain fabrics, soisettes, reps and new weaves on the Shantung order are continued in favor. Negligees, self stripes and small effects are being sampled.

Silks are shown in fine stripes as a good prospect for increased sales. While these lines are sampled, sold-up conditions at the factories do not allow sufficient attention to this end of the business. Manufacturers intend to make habitan and twill silks in white. Values to range from $36 to $45 are likely. Taffeta flannels, fine silk line or two-tone stripes, English Ceylons in effective patterns and some new mixtures are always called for midsummer selling. In vestings, fine cords, pique and piquettes, Bedfords in wide and narrower welts, samples, show preference for line cords, no wider effects and the introduction of checks on some of the finer fabrics.

Colors are expected to sell in usual ratio—blues, black, greys, tans, and some helios on clear white grounds. Soft blues, tans and greys with contrasting or self stripes are assorted according to material. In plain cloths, tans, champagne and light shades, greys and soft blues with some novelty colorings are smarter than heretofore, because of the nature of materials, weaves and their suitability for negligee wear.



WE WISH

A Happy Xmas

AND

A Most Prosperous New Year

To All Our Friends

The C. Turnbull Co. of Galt

LIMITED

GALT - ONTARIO

Manufacturers of High-Class Underwear



Business Builders

Every Glove and Mitten

bearing the "Asbestol" stamp of QUALITY and WORTH can be relied upon to develop a permanent customer.

A special tanning process—exclusive with us—renders the leather soft and pliable, making the "Asbestol" gloves and mittens proof against the ill effects of steam, water and heat.

Your jobber will gladly supply full information concerning scores of good "feature" ideas well worth consideration.

(Glove shown here is No. 933 at $9.00 per dozen).

EISENDRATH GLOVE CO.

CHICAGO, ILL.

Many Lines Featured in Display



AN attractive grouping, showing a wide variety of goods. Despite the fact that every inch of space has been utilized this display does not present a crowded appearance and article is sufficiently prominent. It is, in fact, a window which has an appeal for every man, owing to the diverse nature of the stock shown. The price cards add appreciably to the selling power of this display.

IMPERIAL BRAND

PURE WOOL

UNDERWEAR

In placing your orders for your 1913 stock of Men's Underwear don't forget the big range of Imperial Brand.
Imperial values are known to the trade to be as high or higher than the standard.
We are specialists in

Men's Natural Wool **Men's High Grade Imperial**

Men's Elastic Knit **Men's Double Thread Balbriggan**

Our range is now ready.
Present delivery orders for Pure Wool Underwear attended to promptly. Send for samples.

KINGSTON HOSIERY COMPANY

KINGSTON Established 1880 ONTARIO

Perrin's Kid Gloves

"Radium" Hosiery



T the close of this, the biggest year's business in our history, we desire to express our thanks to the Canadian trade for their patronage in the past 12 months.

We have endeavored to meet increased demands by enlarging our factories, and we anticipate still greater business and increased efficiency for prompt deliveries in 1913.

Accept Our Best Wishes For
A Merry Christmas and A
Happy and Prosperous New Year

Perrin Freres & Cie.
MONTREAL

"Kayser" Fabric Gloves

Perrin's Lined and Woolen **Gloves**

Please mention The Review to Advertisers and Their Travelers.

Neat Spring and Easter Neckwear

Border end scarfs and derbys shown in a large range of new material—smart color combinations and neat patterns the feature. Batwings return to favor, latest indication.

ADVANCE January showings of Easter novelty neckwear are to be ready early. New styles are now being featured in as far as manufacturers are prepared to give authentic information of their coming novelties. So far there is nothing unusual in changed styles, shapes, patterns, or colors. The prospect for a season of striking assortments is included in a broad range of silks in straight derbys and graduated "open end" scarfs and batwings with knitted tie manufacturers extending their assortments in price and volume of selection.

Smart, new silks are made up in long, one-piece, 48-inch French seam derbys 1⅝ inches wide. Straight cut derbys with line fancy borders and fringed ends and open end graduated shapes, with borders of contrasting color stripes are well thought of. Another feature which is certain to prove an extra advantage is the return to favor of the batwing. In support of this theory manufacturers are to show a large range of plain batwings, with fancy borders, which are the "newest" predicted in exclusive stores.

Ranges will consist largely of border end scarfs. The remarkable success of borders during the Fall and Christmas season, at a time when waistcoats are worn is giving the trade greater confidence in Spring and Summer sales of border novelties, during the negligee season.

The different shapes will be shown in a large range of patterns and colors varying from plain grounds with fancy borders to fancy grounds and plain borders. Designs in newer ideas favor pin stripes, hair line cross and bias stripes and neat fancies. It is to be a season of neat effects. Small figures will be seen to a great extent in regular price lines.

In higher price and larger shapes, Imperials and Ascots are shown in a pleasing range, allover scroll, floral and Jacquard patterns for exclusive trade, while wing collars are gradually growing in favor, merchants have a good opportunity to feature some classy novelties. Sales are increased by both exclusiveness and "style."

New silks are in a wide variety of weaves, cords, reps, and soft messalines, peau de soie and fancies. Ground colorings are in deep shades and borders are formed by same color with contrasting bar stripes. Pin and line stripes in another shade and brighter tones give contrast in other designs. Navy, brown, red and purple and combinations in gold and black, white and black, grays with purple or other colors or in new tones are leading. Blues and browns should have a run in local trade.

Knit ties and usual Easter selling confirm the idea that high-priced lines will continue the vogue for "hand crochet" designs. Cross stripes and brilliant colorings are now being shown both in plain,



Two Spring novelties: 1. Straight-cut derby with fancy border and fringed ends, pin stripe ground showing tendency for neater effects. 2. Plain repp with black satin borders and contrasting color bars. Approved graduated shape for spring. Courtesy A. T. Reid Co., Toronto.

combination, color and insertion effects. Men who know the satisfaction of a "quality" knitted tie will have newer patterns to select from. The trade look forward to as good a Spring season as usual.

Comparison between "up to date" men's furnishing neckwear selections and departmental store showings this Christmas is a good example of specialty selling. Many merchants depend on "pat-

terns" in which price and quantity are guided by the rule that anything sells, irrespective of colorings or style, provided prices are right. This is evident in some stocks.

Buyers have a fair option. In selecting Spring samples a difference of 25c dozen is not sufficient to deter merchants from assorting their selections with some regard for personal taste in order to give character to displays. Another advantage received is less quantities. Selection from a book of samples necessitates too great a stock of one pattern, when ¼ or ½ dozens to a shade are picked in each number.

By paying the difference, smaller merchants have better selected showings, with quicker turnover and some regard to style influences. It is easy to see the benefit over the departmental plan, to invite sales because other purchases are being made at the same time. Exclusiveness is secondary to assortment and quantity.

Results are apparently the same at the time of sale, but each merchant has to decide, which future trade is wanted and whether turnover is increased sufficiently to offset the difference. Most merchants find they can increase turnover by "classy" stocks and should be able to cater to a finer trade and maintain the connection by careful selection of Spring lines of neckwear from the many ranges offered.

The Review's Information Bureau

Editor Dry Goods Review.—Kindly let us know where we can procure fancy Japanese mats, also men's fleece lined drawers, sizes 44-46 and 48.

* * *

G. R. Gregg & Son, Toronto, can supply fancy Japanese mats. Most of the oriental importing houses have them.

W. R. Brock Co. have plain and stripe fleece drawers at $4.50 dozen, and stripe at $6.50 dozen size 44. Special orders for larger sizes would take some time to procure at present, owing to the mills being sold up on repeats. You could place your order with any jobbing house and have special outsizes made.

Editor Dry Goods Review.—Who makes Babcock cream separators?

* * *

They are manufactured by the Darry Specialties Co., Westchester, Pa., U.S.A., and sold in Canada by the Sharples Separator Co., Toronto.

Davidson, Sask.—A. R. Wright is discontinuing his men's wear business.

Greetings

THIS is to remind our friends and patrons from the Pacific to the Atlantic that we wish them the heartiest well wishes for the Christmas season and the best of good luck throughout the New Year.

May good Dame Fortune smile on you and yours.

Our representatives will be out with our full range of Easter neckwear by the first of January.

Van Allen Co., Ltd.

HAMILTON, ONT.

January Clearing and a Few Cards to Help

After the Christmas trade is over merchants should turn their attention to clearing out odd lines by the clearance sale route—substantial reductions will help—Description of cards which will help to boost the sale.

Written for The Review by Paul O'Neal

BY January 1 the Christmas trade of 1912 will have passed into history. There will be few merchants who have not reaped the benefit of the general prosperity of the country. Tradesmen everywhere report business, this season, unusually good. But after the storm, the calm. January trade usually assumes the "Commercial Calmness" that necessitates the live wire merchants touching the button that will start something going. Don't lose a day. Get busy at once and be the first to make a noise—a loud and joyful trade bringing noise—that all the community shall hear.



Neat samples of cards for clearing sale.

How can it be done? There will be few merchants without odds and ends in various lines of men's wear. There will be odd sizes, odd colors and odd designs. These should be cleared out, and cleared out at prices that are tempting and inviting. Let them go. It's good advertising. Talk price. After all, the average buyer is more interested in the price of an article than anything else about it. So if the price is cut sufficiently low on these oddments you will have little difficulty in attracting customers and clearing out the odd lines.

ARRANGE SPECIAL SALE.

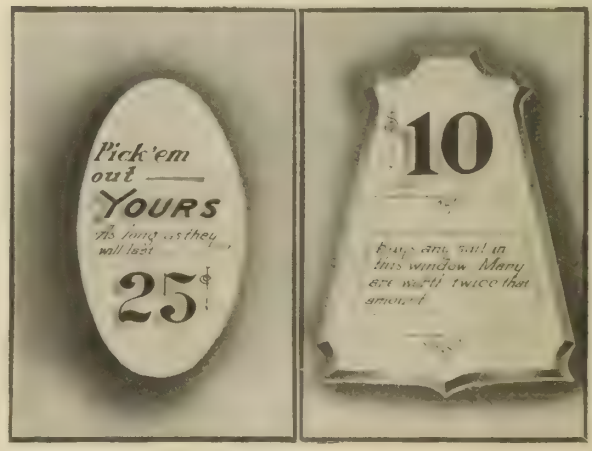
Arrange a special sale. Call it your Annual January Sale. Let it run for 10 days or two weeks. Or if you take stock any time in January, call it your



A neat card with a veined background effect.

"Pre-Stock-taking Sale." Engage a little extra space in the papers. Advertise the sale to begin on a certain day and live up to it rigidly. Have a few good leaders. Pick out a few good ties. Reduce them to half price. The same maybe, with shirts, a few pairs of gloves and socks. Take the odds of various suits you may have and reduce them to a uniform price. Make the reduction substantial. The idea is to clear out the stock. You will be surprised at the result.

The cards shown herewith are designed for this



Window showcards for use in displays during clearance time.

clearing sale idea. They are all air brush designs, largely of the tablet pattern. The half price card is particularly so. These will all work out well in some

(Continued on page 82)

C. W. T. A. Second Year Campaign Started

A ROUSING membership campaign for the second year organization of The Canadian Window Trimmers' Association has been started. Next year with renewed membership the Association will be self supporting. All increased membership extends the plans and work in view.

A meeting of the Executive and Prize and Reception Committees is to be held Dec. 26 to arrange 1913 contest and discuss other business of importance regarding the scope of next year's operations.

Now is the time for suggestions.

Co-operation in increasing membership and interesting prospective members is part of local work which can be done by each trimmer. All window men, card writers and advertisers, likely to be interested, should be asked to join or their names should be sent to the secretary.

From this year forward the association assumes a representative membership with which any decorator can safely affiliate with credit to the store he represents and the assurance of improvement of his work through broader experience. The stores represented include the foremost in Canada and the membership the most capable decorators. Better merchandising is the object in view.

Contest announcements will be made and awards arranged in accordance with the suggestions for improvements on hand at the executive meeting. The committee desire to make a fair contest to include the work of decorators, card writers and advertisers. Prizes awarded this year will aggregate $150.

Join with the New Year.

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."



EARL & WILSON
The best close fitting collar made in America
This collar made Red Man Brand famous.

EARL & WILSON
Collars in Canada

Red-Man Brand

NEW SHAPES FOR QUICK DELIVERY

Address all enquiries to
A. E. ALTMAYER
c/o Earl & Wilson - - New York



EARL & WILSON
Same style and slightly higher than our famous Graywood.

BANK OF MONTREAL

The 95th Annual General Meeting of the Shareholders of the Bank of Montreal was held at noon yesterday in the board room at the Bank's headquarters.

Among those present were:—Messrs. R. B. Angus, Sir Thos. Shaughnessy, Sir W. Macdonald, Senator R. Mackay, Major G. Hooper, D. Morrice, Alfred Piddington, W. A. Murray, C. J. Fleet, D. F. Angus, W. F. Angus, Edward Fiske, A. Baumgarten, G. F. C. Smith, W. B. Blackader, W. Stanway, Wm. H. Evans, H. V. Meredith, J. J. Reid, W. R. Miller, C. R. Hosmer, Bartlett McLennan, E. B. Greenshields, Dr. W. B. Yates, Henry Joseph, J. B. Learmont, Henry Mudge.

On motion of Mr. W. R. Miller, the President, Mr. R. B. Angus was requested to take the chair.

It was also moved by Mr. C. J. Fleet, K.C., seconded by Mr. A. Piddington, that Messrs. G. F. C. Smith and Bartlett McLennan be appointed to act as scrutineers, and that Mr. James Aird be the secretary of the meeting. This was carried unanimously.

The President then called upon Mr. H. V. Meredith, General Manager, to present the Annual Report of the Directors to the Shareholders at their 95th Annual General Meeting, held Monday, 2nd December, 1912.

THE ANNUAL REPORT.

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1912:—

Balance of Profit and Loss Account, 31st October, 1911		$1,855,185.36
Profits for the year ended 31st October, 1912, after deducting charges of management, and making full provision for all bad and doubtful debts		2,518,408.76
Premiums on New Stock		834,322.50
		$5,207,916.62
Dividend 2½ per cent. paid 1st March, 1912	$ 385,798.70	
Dividend 2½ per cent., paid 1st June, 1912	400,000.00	
Bonus 1 per cent. paid 1st June, 1912	160,000.00	
Dividend 2½ per cent. paid 1st Sept., 1912	388,302.98	
Dividend 2½ per cent., payable 1st Dec., 1912	400,000.00	
Bonus 1 per cent., payable Dec., 1912	160,000.00	
	$1,894,101.68	
Amount credited to Rest Account	$1,000,000.00	
Amount credited to Contingent Account	1,000,000.00	
Amount expended on Bank Premises during year	511,000.00	
		$4,405,101.68
Balance of Profit and Loss carried forward		$ 802,814.94

Since the last Annual Meeting, Branches have been opened at points in the following Provinces, viz.:—

In Ontario—Windsor.

Quebec—Thetford Mines, Granby, Lachine, Magog, St. Lawrence (Montreal), Maisonneuve (Montreal).

North-West—Plum Coulee, Man.; Swift Current, Sask.; Red Deer, Alta.; Ogden Shops (Calgary, Alta.); East End (Calgary, Alta.)

British Columbia—Port Alberni, Princeton, North Vancouver, Sapperton, Invermere.

The Branches at Marysville, N.B.; Rosenfeld, Man., and Oakville, Man., have been closed.

At a Special Meeting of the Shareholders, held on 18th June, 1912, an increase of $9,000,000 to the Capital Stock of the Bank was authorized, making the total Authorized Capital $25,000,000.

With deep regret the Directors have to record the death of their esteemed Vice-President, Sir Edward S. Clouston, Bart., who had been a member of the Board, and Vice-President for seven years, and who had held the position of General Manager for upwards of twenty-one years.

All the Offices of the Bank, including the Head Office, have been inspected during the year.

Bank of Montreal, (Signed) R. B. ANGUS,
2nd December, 1912. President.

PRESIDENT'S ADDRESS.

The President, Mr. R. B. Angus, then addressed the meeting as follows:—

At the shareholders' meeting in June last, you sanctioned a by-law permitting the extension of the Bank's capital in case it should appear to be required; this has since been approved by the Treasury Board. The recent issue of stock was also readily taken up, and your capital now stands at $25,000,000, authorized and $16,000,000 fully paid, with a Rest of like amount. This increase of capital did not come before it was wanted, as at certain seasons the circulation has exceeded the legal limit and we are liable to the Government for interest on the excess.

The well established business and good earning power of the Bank, together with comparative immunity from bad debts, enable the management to present a statement of results for the year's operations which I presume will be considered satisfactory. The Directors were gratified to be able to add a Bonus of one per cent. on each half year, in addition to the usual dividend. The Directors have audited the books of Head Office, the cash and securities have been verified, ample provision has been made for bad and doubtful debts, and the amount expended on Bank premises has been transferred to Profit and Loss account.

We have again to report a year of universal and almost unbroken prosperity throughout the length and breadth of the land. The unfavorable conditions which retarded the harvesting operations and which it was feared would prove calamitous, passed without much injury in the western prairies, where the yield of wheat and other grains has proved satisfactory both as to quality and quantity. In the East, where the damage was perhaps greater, some compensation has been derived from good results in other directions. While the prices of wheat are much lower this year, the proportion of the higher, or contract, grades in the prairie provinces is very much larger. The better condition of the grain renders it easier to handle and to market, and the returns to the producer are quicker and safer. The estimated yield in the North-west may be set down as:

Wheat, 188,000,000 bushels, against 177,000,000last year.

Oats, 220,000,000 bushels, against 190,000,000 last year.

Barley, 31,000,000 million bushels, against 33,000,000 last year.

Flax, 130,000,000 bushels, against 8,000,000 last year. A conservative estimate of the value of the crop of the three provinces is given at $207,000,000 for the grain alone.

Partly owing to the good condition of the grain, already mentioned, but chiefly because of the excellent arrangements of the railways, the crop has been moved with unparalleled celerity; there has been no car famine and little talk of congestion, although there has been more grain handled. At the close of this season's navigation, there appears to have been a serious blockade of grain on its way to market, caused by insufficient facilities for taking delivery from the railway cars, and it may be that a greater number of vessels for grain carrying across the lakes and larger elevator capacity for temporary storage must be provided for future wants. Storage for grain has been much neglected in the prairie provinces; it would be advisable that granaries of moderate capacity to store at least a portion of the crop should be a feature on every well equipped farming establishment, so that there would be no occasion to rush produce to a market at inconvenient seasons.

Irrigation by which vast areas of arid land are being converted into most productive farms, is being prosecuted with vigor, and the model farms established by the Government and the Canadian Pacific Railway are more and more resorted to and much valued by the settlers.

The raising of live stock, which had been allowed to decline, will receive a great impetus from the high prices obtainable for cattle, and by the greater safety with which the business is conducted.

Immigration for the twelve months ended September 30th, has reached the total of 385,955 souls, or 37,322 over the previous year. Many are farmers possessing both experience and capital. These form a welcome addition to the population, where labor is so scarce and land so productive.

Loans to farmers, if sometimes slow, are well paid. Wages are high, as is the cost of living, but that condition may be greatly mitigated by the farmer, if only he will give his attention in some measure to mixed farming instead of relying upon importations of vegetables, meat and butter, and such like from the East or from the other settlements in the United States. In the most important province of Ontario, the harvest of wheat and corn has not been bountiful but rather under the average, in consequence of the wet and cold season, and yet we are assured that the farmers have done well, as few depend solely on the raising of grain for a livelihood, their resource being scientific and mixed farming, while dairying, produce and fruit have been more remunerative. As an indication of the diversity of farming in this progressive province, Ontario is said to own 6,000,000 head of live stock, horses, cattle, sheep, and pigs.

The mining industry of Ontario is important; the province ranks high with other countries in the production of silver and nickel, and her total output for last year, on the Bureau of Mines estimate, was $41,000,000.

The same general remarks as regards agriculture and the season's results will apply to Quebec.

Lumber and pulpwood have had a good year, last winter's cut being large and prices high. The increase in British prices, however, has been fully set off by material advance in ocean freights, with the result that the United States has been our best market.

The Maritime Provinces have had a fair year. Hay, which is an important crop, has been at least up to the average, and in many cases considerably above. Potato and other root crops, with a few exceptions, are reported good. The apple crop, although not equal to the abnormal yield of last year is a good average; the fruit is much appreciated and brings good prices in England and many young orchards are being planted.

British Columbia has in recent times been a highly favored province. General trade has been large and profitable; its lumbering operations, after languishing for some years have suddenly revived owing to the improved demand from the prairies, and to the better condition of commercial affairs among our neighbors, who, instead of being keen competitors, have become good customers for our products. There is a shipbuilding industry, although still in its infancy. The great fleet of vessels employed in the coastwise traffic and the larger steamships trading to the Orient give great importance to the port of Vancouver. Speculation is rife as to the advantages likely to accrue to that port and the western country generally on the opening of the Panama Canal.

Commercial activity has doubtless been stimulated by the impulse of active railway construction, which cannot be expected to continue on the same gigantic scale for many more years, but there will remain a more solid and enduring source of wealth in the vast forests of virgin timber which now cover the hillsides of mainland and islands.

Speaking of the Dominion as a whole, the trade and commerce of the country have been and promise to continue both sound and good.

The lumber business, on the Atlantic as on the Pacific side, shows much improvement, apart from the pulp and paper industry, which is specially adapted to this country, and has been very prosperous for some time past, but owing to the number of new concerns in operation, there is a tendency to overproduction with slackening demand and lower prices.

The coal and iron production has been on a scale never before equalled in Canada, although the latter, owing to delays in installing or completing the necessary plants, has fallen far short of supplying demands, especially in the matter of steel rails. The car builders have also been notably behind in their orders.

Agricultural machinery of the best and most modern type has been in great request, and the factories which supply every kind of electrical equipment have been unusually busy.

The revival of trade in the United States has had a marked effect on several of our manufacturing industries, relieving them from the competing shipments of surplus goods from that market.

The woollen mills are doing better, while an unusually good year has been experienced in cottons.

Old establishments have been fully occupied and a great variety of manufacturers are finding a home in Canada even in the middle and far West.

The wholesale distributing trades have everywhere enjoyed a good year. Groceries, Dry Goods, Clothing, Boots, and Shoes had an unusually large turn over, with good results. Accounts have been fairly well paid and bad debts have been comparatively small.

Transportation by sea and land, with its accompanying mechanical works, is instrumental in making large accessions of population to the cities.

Railway earnings have been phenomenal, but are far surpassed by the extraordinary outlays in building of new lines, in improv-

ing the old, in double tracking, terminals and equipment to provide for the ever increasing traffic.

By the judicious expenditure of the Dominion Government, the facilities for shipping are being much improved by dredging, and the supply of elevators and docks at the several important harbors on the Pacific and Atlantic coasts as well as on the Great Lakes.

The principal cities of the North-west and British Columbia exhibit a marvellous increase in size, in population and business activities. A phenomenal advance in these respects has also been made by some of the eastern cities, notably Montreal and Toronto. Some of the smaller towns in the West have perhaps bee ntoo ambitious in providing public utilities, and in rushing work that might better have extended over a greater length of time, but, after all, they are only anticipating future necessities. The municipal expenditures have consequently been large and hence the unusual amount of borrowing both at home and abroad. The comparative cheapness of money and the ease with which municipal securities could be placed in England, has misled some borrowers, who refused to accept the prices offered earlier in the season, but it is feared they may have to submit to higher rates of interest on future transactions.

Industrial loans and investment are quite out of our sphere, but I take this opportunity of saying that it is much to be regretted that some of these offered on the London market were of a distinctly questionable character, unsound or highly speculative, and calculated to reflect injuriously on Canadian credit, while others, and doubtless the great bulk of them, are both safe and promising, and offer to the investor an opportunity of participating in the prosperity of the country. I fear it is useless to ask certain promoters to be more careful as to the class of security they offer, but intending investors may be more discriminating.

With the rapidly developing country and the Government pledged by guarantees or otherwise to liberal expenditures, the building of railways, the improvement of harbors, and other works of a national character, Canada must necessarily be a large borrower for some time. But with nearly 8,000.000 of people, vigorous, intelligent and resourceful, with immense treasures in virgin forests, mines, fisheries, and above all, with a large area of unoccupied fertile land, Canada can better afford than most countries to mortgage her future to a moderate extent, and her credit in the money markets of the world must always stand high.

Canada is well prepared to absorb and utilize the immigrants that every season seek her shores or cross her boundaries. The laborer and the artisan are most welcome, and the farmer, with or without capital, will find opportunities at his hand. We have excellent and prosperous Banks, well adapted to the requirements of the country, which offer facilities to farmer and tradesman in every town and village, and I may remark, in passing, as convincing proof of the country's progress, that their deposits in ten years have mounted up from 350 millions to over 1,000 million dollars.

We possess a system of transportation that is almost complete, although being daily added to—a large mercantile fleet of steamers on river, lake and sea, and railways that not only link the various provinces together, but also give a service to the newly opened country better than is to be found in any other country similarly circumstanced.

In New York and other points in the United States, where the Bank is represented, business may be described as in a normal and sound condition.

The ample revenues of both Provincial and Dominion Government indicate a season of great prosperity for the country at large.

The exports for the twelve months ended 30th September, 1912, amount to $351,952,292, an increase of $49,601,798 over the corresponding period of last year.

Imports for the same period amounted to $616,842,090, an increase of $120,004,619, giving a revenue from custom duties of $102,695,974, or an increase of $23,903,849.

I have in a cursory manner touched on these various topics, reviewing the condition of the country and indicating the great range of interests the Bank has to consider in the course of its business, and on whose fortunes the prosperity or otherwise of the Institution in a great measure depends.

THE GENERAL MANAGER.

The General Manager, Mr. H. V. Meredith, spoke as follows:—

The President has covered the ground so fully in the address he has presented to you to-day that little is left for me but to explain the changes which have taken place in the balance sheet during the year, and to add a few remarks in connection with financial matters affecting the Bank which have not been touched upon.

Since our last Annual Meeting, the Treasury Board of the Dominion Government has sanctioned an increase in the authorized capital of the Bank from $16,000,000 to $25,000,000 thus permitting of a further issue of stock from time to time as circumstances may, in the opinion of your Directors, render desirable.

Turning to the general statement of which you have a copy, you will notice the Paid-up Capital has increased during the year from $14,887,570 to $16,000,000, and the Rest from $15,000,000 to $16,000,000. From the net earnings, transfers have been made of $1,000,000 to Rest Account and Contingent Account respectively, and a balance of $802,000 is carried forward at credit of Profit and Loss Account as compared with $1,855,000 a year ago. A bonus of 1 per cent. was paid shareholders on June 1st and December 1st over and above the quarterly dividends of 2½ per cent

Deposits not bearing interest show a small decrease, occasioned by the withdrawal of a large deposit of a temporary nature which appeared in the statement of a year ago. Were it not for this fact, we would show a gain in these deposits of $2,000,000. Interest-bearing deposits show an increase of $6,400,000. Part of this increase is of a temporary character, but it is gratifying to find that the ordinary savings deposits have grown in a highly satisfactory manner, notwithstanding the withdrawals that have taken place for investment and otherwise.

Turning to our assets, you will notice that "Current Loans and Discounts in Canada and elsewhere and Other Assets" are $2,200,000 less. This decrease does not represent a curtailment of our current loans in Canada, which are in reality $1,600.000 larger than a year ago, but a reduction in our current loans elsewhere. Investments in railway and other bonds are $1,600,000 less, affected by realizations, and balances due by agencies of this Bank and other Banks show a net reduction of $3,800,000. The increase in our call loans in Great Britain and the United States is accounted for by the various changes mentioned above.

I think you will agree with me that the statement is a strong one, but it is well that the Bank of Montreal should always be able not only to meet all the legitimate demands of its clients, but at the same time to provide for any exceptional calls that may be made upon it to promote the general welfare of the country.

Business generally has been exceedingly active in Canada during the past year. Good crops, notwithstanding a wet season, have been reaped, and all manufacturing industries have been kept fully employed. Wage earners are in receipt of good wages, and labor, in many sections, is difficult, if not impossible to obtain. With an increasing immigration, a soil producing a large surplus of food products without serious failure over a comparatively long term of years, the assurance of a vastly increased production as the area of unoccupied arable land is brought under cultivation, and other great natural resources awaiting development, one cannot but be an optimist in regard to the future of our country.

Owing to this ever increasing and rapid development, we must for many years be borrowers from the British Islands as well as foreign countries. Just now, there is undoubtedly a feeling in some quarters abroad that Canadians are spending too lavishly and over-borrowing to an extent which may later on prove burdensome to us. In this connection, our adverse balance of trade, our socalled real estate boom, etc., are cited. While I do not share these pessimistic views, there can be no doubt that if we are to maintain the preference which Canadian securities have so long enjoyed, a caution at the present time is more essential than it has been for a long time past, and it is clear any ill-advised move on our part, any undue speculation, or the flotation of doubtful schemes which may have the effect of causing distrust abroad and so prevent the free flow of capital into Canada, cannot but have a serious effect on business generally, and bring about a check to our prosperity. It must not be forgotten that there are countries other than our own seeking capital, and offering possibly quite as attractive terms, and that once a stream is turned in another direction, a long time may elapse before it returns to its former channels.

Money has been in strong demand in Canada during the year, while in London and New York, in which outside markets we are chiefly interested, the rates continued low until September, since when more stringent condition and higher rates have prevailed. With buoyant trade practically the world over, and with, as far as we can judge, a probable continuance for some time of such conditions, money is not so readily obtained. Those seeking capital should have regard to existing conditions and also to the fact that borrowers cannot hope to name their own terms.

The increased cost of living, and the reasons therefor, form a subject much discussed the world over, and commissions of enquiry are now engaged in seeking the cause. I mention the subject because of its effect on the Bank's net earnings, owing to the necessity of our having to increase our fixed charges from time to time as a result of bringing up the salaries of the staff to a point which may be considered a fair and reasonable one for the services rendered. The cause for the enhanced value of all commodities is difficult to determine. There are no doubt a number of reasons for it; among them, the largely increased output of gold, resulting, to a great extent, from the more scientific treatment of ore bodies. The higher standard of living by all classes is also a factor; but I am of the opinion that the root of the matter may be found in the fact that the percentage of population engaged in production of foodstuffs is not increasing in the same ratio as is that of our manufacturing wage earners and salaried officials. This view is supported by figures showing conditions in the United States, where the number of farm families indicates an increase of only 11 per cent. between 1900 and 1910, while the artisan and clerical classes have increased practically 30 per cent. in the same period. A similar condition of affairs obtains in Canada as regards the five eastern provinces, and while, in our North-west, the rural population is relatively large and grows apace, mixed farming has not yet been generally resorted to. In this connection, it may be interesting to note that the exports of dairy products from older Canada to the newer Western Canada were this year not less than $3,000,000, while New Zealand and the United States supplied these commodities to the extent of an additional $1,000,000.

I have noticed at different times, in certain newspapers, paragraphs calculated to give the impression that the Banks in this country are not affording the farmers the financial assistance to which they are entitled. Such statements are erroneous. There are in Canada some 2,500 bank branches, the great majority of which are located in towns and villages supported by the surrounding agricultural population, and no unimportant part of the business of the Banks is derived from this class. As for this Bank, I may say that our loans to farmers and small traders amount to many millions.

I have alluded to the adverse balance of trade. In the fiscal year ending March 31st, 1912, the imports for consumption in Canada were of the value of $521,000,000, and the exports of domestic products were $290,000,000, showing a balance against the country of $231,000,000, undoubtedly a very large sum. In the five months ending August 31st last the excess of imports over domestic exports was $130,700,000, showing an even greater ratio than in the preceding year. The gap between imports and exports is not likely to be soon closed; not, indeed, until our manufacturing industries have expanded to a point when the home market can be supplied fairly well within the country, nor until the large demand for foreign goods, arising out of the construction of permanent works, railways, etc., is satisfied from domestic mills. Meanwhile the gap is bridged by foreign loans, by investments of capital in Canada from Great Britain and by money brought in by immigrants. It is, therefore, all the more important to guard against unpropitious circumstances tending to lessen the confidence of British and foreign lenders in Canadian securities.

The delayed revision of the Banking Act will shortly be submitted to Parliament. The present Act has been developed with the growth of the country. It has served its purpose well, and I feel confident that under the direction of the able and experienced financier who now occupies the position of Finance Minister no radical changes will be entered upon lightly.

ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the President as follows:—Messrs. R. B. Angus, A. B. Greenshields, C. R. Hosmer, Sir William Macdonald, Hon. Robert Mackay, H. V. Meredith, D. Morrice, James Ross, Sir Thomas Shaughnessy, Rt. Hon. Lord Strathcona and Mount Royal, D. Forbes Angus, Huntly R. Drummond, C. B. Gorden.

The meeting then terminated.

OFFICERS ELECTED.

At a subsequent meeting of the Directors, the following officers were elected:—Hon. President, Right Hon. Lord Strathcona and Mount Royal; President, Mr. R. B. Angus; Vice-President, Mr. H. V. Meredith.

January Clearing and a Few Cards to Help

(Continued from page 78)

dark colors as brown or black. The "½ Price" is done in red and shaded. The small lettering is done in black. The 25c card is similar to the ½ Price. The "25c" is in red and the balance of the lettering is in black. The Boys' Clothing card lettering is in red except the small letters which are black. The $10 suit card is very effective. The big price mark is in red and the balance in black. The large lettering of the Soft Hat Card is similar to the others. "Soft Hats" and "69" are in red, while balance is in black. These suggestions should help you to make January's business unusually brisk.

Original Show Cards

Two very attractive window cards for advertising men's clothing have been used recently in Blair's, Limited, men's wear store, Ottawa. They were designed by E. Lablanc, manager of the store. The above illustrations show two examples of these cards. One is to be advertise blue suitings, and the figure of the young man shown has a background of blue serge, attached to an artistically designed card. The other card is to advertise overcoatings. A cut of dark brown cloth is attached to the card and the figure of a well dressed young man is shown feeling the cloth, in much the same way as a prospective customer would do.



TWO ORIGINAL SHOWCARDS.

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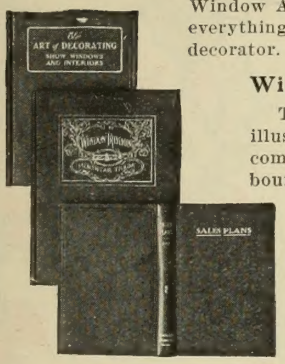
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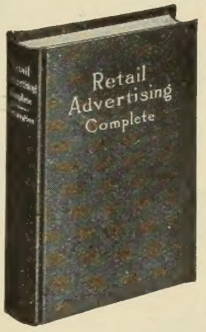
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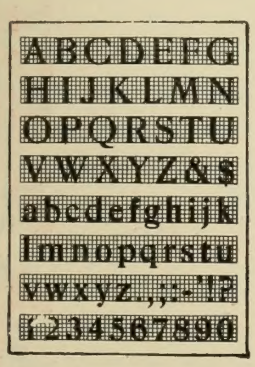
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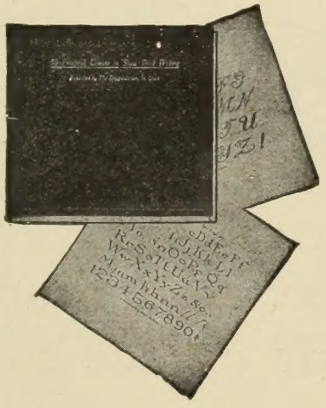
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